

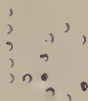


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20th CENTURY
BUSINESS
ENCYCLOPEDIA



P. L. SYKES, Publisher
New York

AG 105
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NOTE.

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Part I.

The Mail Order Business or the selling of goods thru solicitation by mail, dates back only about 50 years. Advertising and selling by mail go hand in hand and the great progress made by newspapers and magazines in U. S. during the last half century is responsible for the enormous amount of business transacted by mail. It is estimated that over 5 billion dollars' worth of goods are being sold by mail every year in U. S. alone. Sears, Roabuck & Co., Montgomery Ward, Larkin, and many others are doing hundreds of millions of dollars worth of business yearly.

In the minds of many persons Mail Order Business Means something fraudulent. This is due to the fact that from time to time many unscrupulous persons took advantage of ignorant people and swindled them out of small or large sums thru some mail order scheme. The above named concerns and a good many others are entirely reliable, in fact, the only successful Mail Order houses are those doing business on a money back guarantee. But this success was not attained over night and only by keeping everlastingly at it you can expect to succeed. Another reason for the estimated that as high as 20 per cent of the gross receipts of success of the big mail order houses is extensive advertising. It is one of the big mail order houses is spent for advertising. Are you spending 20 per cent of your gross receipts Mr. Small Mail Order Dealer? Never mind the profit, the profit will take care of itself later, if you advertise. Mail Order Business spells **A—D—V—E—R—T—I—S—I—N—G**, and the quicker you realize this the greater are your chances for success.

How to Sell Your Products.

If your capital is small the best way to sell your goods is by personal solicitation in your town and the surrounding territory or, if you are employed, you can make arrangements with some peddler or agent to handle the goods you manufacture during your spare time. As your capital grows, you can begin advertising in a small way, in the classified sections of magazines and newspapers. Use only Sunday papers and mail order publications at first. Before you start advertising, be sure you have your literature ready. Don't try to save money on your printed matter, go to a good printer. If you are not sure you can write good advertising matter, spend a few dollars with a good writer or advertising agency.

Whatever you do and whatever your capital is, the minute you have decided to enter the Mail Order Business *you must* make it your solemn business to read the Mail Order advertisements of other concerns in your line and other lines, to study these advertisements, answer some of them, buy some of their goods, in other

words, *bite* in order to see what they are doing. Read all the Mail Order magazines you can lay your hands on, beginning with the advertisements. Keep yourself posted on all the schemes, plans and other things offered by mail, buy some of them, allow yourself to be cheated, if necessary. All the books of instructions on the Mail Order Business cannot teach you as much as you can learn in a short space of time by answering mail order advertisements and buying some of the goods. Do not think you know it all. Men who know it all had better stay out. In selling thru agents, try to make it easy for the agent to sell your goods, and what is more, *profitable* for him. An agent has to make his living by selling your goods. It is not a question of fooling the agent or the agent fooling the public. If your goods are salable and leave a good profit for the agent, he will keep on selling them. You are dealing with the consumer *thru* the agent. It is entirely between you and the public. Of course, a good agent or salesman can succeed where others have failed, but no agent can keep on selling goods that won't sell. So, forget the agent and keep in mind that you have to please the public first and last.

The average commission paid to agents by M. O. houses is 40% and often as high as 60%. All this and many other things you can learn by answering several advertisements and by constantly reading M. O. publications.

Another way of selling by mail is to offer goods direct to the consumer by newspaper and magazine advertising. They are asked to buy either from the advertisements or from catalogues. Another way of reaching these direct buyers is thru circularization. There are firms who sell names, letters, etc. of persons interested in buying different articles and to those names you send your proposition. This way of selling has the advantage that it enables you to do more business in a year than you could in ten years thru advertising, as you can buy as many names as your capital permits, all at once, and thus secure a large amount of business in a very short time. Of course, this way of selling requires some capital, but it pays better in the long run.

There are concerns who furnish catalogues with your name on and fill orders direct. In other words as soon as you receive the order, you deduct your commission and send the balance to the company who fill orders direct. Write to: Mail Dealers Supply House, 525 S. Dearborn St. or, A. H. Kraus, 940 Kraus Bldg., Milwaukee, Wis. The same concerns will show you how you may start in the M. O. merchandising business without capital.

✓ Selling Jewelry by Mail On the Instalment Plan.

The selling of real diamonds and expensive jewelry by mail, on the instalment plan, is not as risky a business as you may imagine. It is estimated that not over 10% of the amount is lost for ever to the dealer. The large margin of profit they make on the jewelry makes this small sum seem insignificant compared with the cost of doing business in a store with the high rents and keen competition. Of course, this business requires large capital, thorough knowledge of the business, expensive printed matter and efficient selling and

collecting organization. Another phase of this business is the selling of imitation jewelry by mail on the instalment plan. In this business the dealer in most instances makes the first payment big enough to cover the cost of the cheap jewelry sold on the instalment plan and whatever he gets from his customers in monthly instalments is his profit. For source of supplies for genuine and imitation diamonds and other jewelry see the directory.

The Washing Compound Business.

We reprint a small article published in Everybody's Digest some time ago on washing compounds. This and the formula for washing compounds given in another part of this book is all you need to know about Washing Compounds.

The basis of all the washing compounds on the market is carbonate of soda in different forms; soda crystals, sal soda ash, etc., although all the tablets sold under different names, are nothing but soda ash or dried sal soda. Every house-wife knows what sal soda is and uses it in washing; very few of them recognize it under the mysterious name of washing compound. The tablets are made either from the dry ingredients, by pressing or by moistening with water to make a paste when they are spread on a table and cut with a tin cutter, similar to the biscuit cutter. When the tablets are dry they become quite hard and are packed 10 in a carton and sold for 15c.

The Aluminum Solder Business.

This is a very profitable business and although this solder can never take the place of metal solder, it has saved the day for many a housewife by stopping the leak temporarily until a plumber can be secured. It is made by fusing together powdered sulphur and aluminum powder. See formula in formula section.

This solder is sold at 10 to 25c a stick by agents, streetmen, demonstrators in stores and in fairs and sells like hot cakes where the demonstrator knows his business. The manufacturer sells it to the agent at about \$3.00 per gross sticks packed in sawdust to prevent them breaking. With each gross is supplied a quantity of wrappers with directions printed thereon. The advertisement runs something like this: "Instant solder, applied with a match. Agents, streetmen are coining money. Particulars and example free." It costs about 30c per gross to make. It must be made in an open place as the fumes from the sulphur will make you cough.

The Radium Diamond Business.

These are nothing but imitation stones having a close relation to Mr. Glass and first cousins of Mrs. Window Pane. They are imported to be true, but of course they are nothing but imitation stones. They shine a good deal like cheap diamonds, while they last and if nothing more, they satisfy the vanity of the purchaser for a while. In other words he gets his money's worth. The same can be said of the imitation pearl business which has grown to a considerable extent during the last few years. Imitation pearls are now made that resemble the genuine very closely. Names of importers of both diamonds and pearls will be found in the directory.

Selling Rebuilt Typewriters by Mail.

In every big city there are dealers who make it their business to

buy and rebuild typewriters. These typewriters are sold as low as \$20.00 each and are practically as good as a new typewriter. You can arrange with one of these dealers to either represent him in your town or get him to fill orders for you direct. The price asked by mail, on the instalment plan, is of course several times higher than the retail price. The average price asked is \$75.00. One of the largest rebuilders of typewriters are: Shipman Ward & Co., Chicago, Ill. The Remington, Underwood and all other typewriter concerns have rebuilt typewriters at all their branch offices and you may be able to make profitable arrangements with them.

Selling Second Hand Books by Mail.

In large cities where there are many second hand book sellers, there are always second hand books sold for as low as 5c each. Those selling books by mail at 25c any subject, they go to these stores and buy the books when they get an order for some books. The large quantity of books always on hand by booksellers assures these dealers of a sure supply for books when they need them. So, they do not have to keep a stock of books.

Selling Office Supplies.

If you live in a good sized town you can make arrangements with some wholesale dealer in office supplies to supply you at wholesale prices. Next thing to do is to have some catalogues or circulars printed with prices, etc. When you get an order for supplies, you go to the dealers and buy it. Very simple.

Selling Books Thru Stock Catalogues.

Ernest Fantus Co., 525 S. Dearborn St. Supply catalogues for books and magical Supplies with your name on.

Story Books at 1c Each.

These are the miniature books manufactured by The Eggers Co., Times Bldg., New York City. They are used for advertising purposes. They can be had only in lots of 1000, at a cost of about \$10.00 per M. Don't write to them unless you intent to buy as they are a big concern and they don't answer curiosity seekers. The same must be said of the other concerns of whose names are given in the directory. Always write on your letterhead with a typewriter and enclose stamp for reply. But don't write unless you mean business.

THE TEN SPOT MAIL ORDER PLAN.

This is the plan which under the above name and also as The Million Dollar plan has drawn many a good dollar their way. As the advertisement is the best part of the plan, we are reprinting it here whole. This shows how an old gray-haired mail order scheme of the 80s can be given a new life thru a clever advertisement:

THE ADVERTISEMENT.

THE TEN SPOT MAIL ORDER PLAN!

**The Greatest Legitimate Scheme Ever Devised to Secure a Big Mailing List,
Live Agents and a Stream of Dimes!**

If you have been in the Mail Order Business, or if you are just beginning, you no doubt have run up against scores of fake schemes and plans. There are hundreds of them practically worthless except to the man who sells the plan or scheme to suckers—and the man who buys finds the scheme so utterly

useless or foolish that he is disgusted. But there are many meritable and honorable plans and schemes, the majority of which are **VERY PROFITABLE** and no mail order business can be operated and succeed except on some well-defined and tested plan.

THIS PLAN IS SURE "WINNER" FROM START TO FINISH!

Every mail order business requires a mailing list. You **MUST** have the names. It is true that you can buy lists from various quarters, but how do you know the lists are of any value. You may get names from a directory twenty years old and many of their owners may be a long time dead. Or you may buy lists that have been "worked to death." If you advertise, the process is very slow and expensive. With the **TEN SPOT PLAN** the names are live ones; and they are fresh and of people who buy by mail. And they come **POURING IN BY THE HUNDRED**. It is a common thing to get 75 to 150 names each day. Figure this by the week and you have 450 to 900 names and they **JUST KEEP COMING**. You not only have the names to use, but big lists of **LIVE** ones to sell. **AND REMEMBER, AN AVERAGE OF NINETY OUT OF EACH HUNDRED SEND A DIME**. And you can start without a single line of newspaper advertising and get results within three days; and they will keep coming, day after day and week after week. The **PLAN** keeps growing; the longer you are at it, the bigger it gets. And bear in mind—it is not an "endless chain" scheme, for the Post Office Department forbids them.

**IT IS THE BEST PLAN OUT! THE VERY PLAN YOU WANT!
A SURE WINNER!**

If you are new in the Mail Order Business it will start you making money. If this **PLAN** won't start a beginner in a **PROFITABLE M. O. business** nothing will. If you are an old hand at the business it will make things hum for you. Work it evenings and not interfere with your present occupation. The plan is **STRICTLY LEGITIMATE** and it makes no difference how many use it. After you are started and see the possibilities you will want to devote your entire time to it. It makes no difference where you live. You can work it in the smallest village or the largest city. And there is room for all. Work it with your regular business or work it alone—**THERE IS BIG MONEY IN IT EITHER WAY**.

PRICE OF COMPLETE PLAN, ONE DOLLAR!

A **PLAN OR SCHEME** which you can buy for 10 cents is, as a rule, trash. If they were of any value they would not be sold for a dime. A good **LEGITIMATE, PLAN THAT POSITIVELY WORKS** is always worth all it costs. This plan worth a hundred of the cheap trash at 10 cents each.

We guarantee the plan to be absolutely legitimate in every way and a big winner and a **MONEY MAKER**. If not exactly as represented return the plan in marketable condition and you get your money back. You take no chances. **SEND YOUR DOLLAR NOW** (Dollar Bill, Money Order or Express Order).

THE 20th CENTURY TEN SPOT MAIL ORDER PLAN

The Greatest Ever Devised for Securing an Immense Mailing List of Live Fresh Names.

Secure Coin Carrier Circulars to use with Needle Books. (We mention Needle Books because we use them in testing out the plan, being something that is indispensable in every home). Mail out the Needle Books with the Coin Carrier Circular, keeping a record of your mailing.

Keep your names. They are valuable and can be used by you in sending out other circulars or articles later. You can also sell them to mail order firms at 25 to 30 cents a hundred. This plan was devised purely for the purpose of securing an immense list of names. It not only does so, but gives a big cash profit besides.

Number each Coin Carrier Circular consecutively, placing the number opposite the words "The number of your account on our book is," and with each package you mail enclosed with one of these numbered circulars a 25c. Needle Book. The cost of each package you mail, including postage, must be less than **FOUR CENTS**. You can mail the above, unsealed, for a 1c stamp. If you are in the mail order business and wish to enclose other circulars, you can use a 2c stamp. This makes the plan pay for your postage and other advertising.

You may think you run the risk of not getting your money back when you send out the Needle Book in advance without an order. This is not true, however, for several reasons:

First—The Coin Carrier Circular states in the beginning that the Needle Book is sent at the request of a lady friend of your customer, which, of course, is true, and your customer will think that if she does not remit promptly her friend will hear of it. This is almost sure to bring a paid reply.

Second—Your customer feels that you have trusted her and given her a real bargain, which you have, for the Needle Book is a great bargain at a dime. It is enclosed in a neat package and actually retails for 25c or more in a rural route, if it can be procured at all.

Third—Rural ladies are especially honest, and they like to be trusted. They appreciate a real bargain such as you give them, and you will find them prompt and liberal buyers from future circulars which you may mail them.

QUICK RETURNS

To further assist in bringing returns, and also to increase and quicken replies, we tried the mailing of the Special Five-Day Premium Offer and find it pays. We enclose a sample of this circular. You will notice it offers your customer a premium paper of President Gold-Eye Needles if she will send her remittance for the Needle Book within five days, including the names of five of her friends, and also enclosing a 2c stamp to cover cost of mailing premium to her. These Needles cost only 1c per paper and add practically nothing to the cost of operating the plan, for the 2c stamp your customer sends to cover the cost of mailing actually pays the cost and pays for the premium as well. When sending the premium you have a good opportunity to send other circulars to your customer, as it will cost no more for postage, so the Special Five-Day Offer Circular actually pays your advertising and postage and opens up a chance for further business.

A BIG, SURE WINNER

We have carefully worked out and tested this plan and found that it works perfectly. You are selling a real necessity—not a luxury—and are reaching just the class of people the mail order firms wish to reach—namely, the ladies of the rural district. You will notice that the circular sent out asks your customer to send you the names of at least two persons living at a distance. Your business is therefore not confined to one locality, but soon covers many states.

As an illustration of how it grows: Suppose you have only addresses of ten ladies to start with. Mail a package to each. Each of these sends you a dime and five new names. You now have \$1 and 50 new names. Mail a package to each of these, and when returns come you receive \$5 and 250 new names. Another mailing brings you \$25 and 1,250 new names. Right at this point you have received \$31 in cash, over half of which is clear profit, and you have a live, FRESH MAILING LIST OF 2,560 NAMES. About this time also you will see that the business will grow like a big snowball rolling down hill, and you can make up your mind to be very, very busy.

WORK FINE EVERYWHERE

This plan absolutely pays from the very start. It is not only the best for securing a big list of names, but it is a splendid plan on which to start and conduct a profitable and independent mail order business.

Nothing can be started on so small an investment that will show such profitable results as quickly as this plan. There is no limit to its possibilities. It is good the Year 'round. It is good in any part of the country. It is good in the largest city or in the smallest town. It is a genuine SUCCESS.

TO WORK THE PLAN

You will need printing like samples enclosed. Any printer can get out the work. You can start with 500 of each form you need, and as your business grows, buy in 1,000 lots and get better prices.

We advise the use of a Rubber Stamp if you wish to start the business with a small capital. It can be used to stamp your name and address on your mail. You can buy the needles from N. Shure Co., corner Madison and Franklin Streets, Chicago, and Singer Bros., 82 Bowery, New York City.

Needle Books will cost you between Three and Four Dollars per gross of 144 books.

President Gold-Eye Needles cost about 1c per paper in any quantity.

EXTRA SPECIAL OFFER.

This Needle Book Bargain is sent to you at the request of a lady friend who has secured one was pleased with it and has asked that one be sent to you. This is the only way in which they are mailed, and in this way they are mailed only to ladies whom we feel sure will appreciate them, and who will remit or return them promptly. Now in order to give you the largest possible value for your money we are going to make you a

SPECIAL FIVE DAY OFFER

If your remittance for this book reaches us within FIVE DAYS after you receive it, together with the names and addresses of five of your lady friends whom you think would like to have this needle BARGAIN, we will send you by return mail the following:

ONE PACKAGE OF OUR PRESIDENT GOLD EYE NEEDLES.

These are positively the best Needles on the market.

They have large Elliptical eyes, and are made of the finest English Steel. This package alone is worth fully 10c.

This Premium Package will be sent FREE to those sending their remittance within Five Days, provided 3c in stamps is enclosed to cover the cost of mailing you the premium.

THIS IS THE GREATEST NEEDLE BARGAIN EVER OFFERED. You could not possibly secure such an assortment of needles as is contained in this book for less than 25c if purchased separately, and then by remitting in FIVE DAYS, as stated above, you receive our package of President Gold Eye Needles FREE. This gives you at least 35c worth of the very best Needles made, for 10c. Remember that in order to receive this premium offer your remittance must reach us within five days after you receive this package, and the 3c in stamps must be enclosed to cover the cost of mailing the premium.

Trusting that you will take advantage of this exceptionally fine offer and thanking you in advance for same, we are,

Yours very truly,

The Radio Supply Business.

A look in the Classified section in Popular Mechanics, Bill Board and other magazines and Sunday papers will put you in touch with many Radio Supply Houses. These houses will furnish you with catalogues and from their catalogues you can have your price lists made. They fill orders direct so, you need not worry about stock carrying. Write to Jaynson Co., 646 64th St., Brooklyn, N. Y.

The Stamp Collecting and Selling Business.

This business requires a little knowledge and some experience. Those wishing to enter this business will do well to write to: Frank Hook, 4715 Lincoln, Detroit, Mich. Also to: Queen City Stamp Co., Room 36, 604 Race St., Cincinnati, O.

The Rare Coin Business.

This business also requires experience and knowledge of coins. A book sold by I. & M. Ottenheimer Co., Baltimore, Md., for 10c will give you an idea about the business. It is called New Hub Coin Book. Mr. B. Max Mehl, Mehl Bldg., Fort Worth, Texas, is considered an authority on coins and is a jobber as well.

How to Start a Candy Kitchen.

This is a very profitable business and can be started with a little capital right in your own home. All you need is instructions for making candy. I. & M. Ottenheimer, Publisher, Baltimore, Md., have a book on candy making, 96 pages for 15c. This is big enough to start with but if you want a full course in candy making they can furnish a course sold formerly by a correspondence school for \$50.00 at only \$1.50. The best way to sell your candy is thru stores, fruit stands, cigar stores, grocery stores, etc. Be sure to pack them right,

in clean attractive boxes and so packed that they can be displayed easily.

How to Conduct a Cleaning and Dying Business.

This very profitable business can be started with a little capital. All you need is a boiler and a gas stove or any other stove. The dyes sold by druggists and department stores give you full directions for dying and the manufacturers will gladly furnish additional information if you write them. In the formula section of this book you will find many formulas for cleaning.

How to Sell Movie Scenario Instructions.

A little booklet sold by I. & M. Ottenheimer, Baltimore, Md., for 10c gives you complete information about selling scenarios and how to write them. It is a 64-page book and well worth the price. Mr. S. Painter, 2316 Columbia Ave., Philadelphia, Pa. Formerly a movie director, has a book how to enter the movies which he sells for 25c. Between these two books you will get all the information you need regarding movie scenarios. The information gained thus from these books you can use to teach others how to enter the movies. What they can do, you can.

How to Start a Chili and Hot Tamale Parlor.

All you need to know to run this business is how to make chili and hot tamales. Ernest Fantus, 525 S. Dearborn St., Chicago, Ill., have some handbooks on these subjects which you can buy at 10c each. They contain formulas and recipes for making hot tamales and Chili. (See also part 29 for recipes)

The Wall Paper Cleaning Business.

All you need to start this business is some cards with your name or circulars which you distribute from house to house. It is well to have a telephone and someone at the office all the time to receive the calls. The formula given in another part of this book will show you how to make the cleaner. It will be a good idea to practice a little in your own home before starting in business.

THE CIRCULAR MAILING BUSINESS.

This is an old branch of the Mail Business, being conducted by many for a number of years, but their number who are in this business whom you can really call Circular Mailers, are few.

"Mailing Leagues," "Associations," as they style themselves, have sprung up recently in large numbers, who say they get business for their members, but few are good. I have, up to this day, found but one who was trying to do their members good; the remainder, it seems, just want your fees, etc., for membership, and then if you want any business you will have to get it yourself.

Any person who has any business ability in him at all could establish a nice business mailing circulars, even though the circular mailing business is run down a little by a bunch of these cheap fellows.

But if you expect to make money in this business, don't mail circulars for ten or fifteen cents per hundred, as it is impossible for you to give the advertiser good service at this price. In the first place, you have to put too many circulars in one envelope so as to make it pay you. Second, if you do this it will not pay the advertiser.

If you start in this business, **START RIGHT!** Fix your rate at

twenty-five cents per hundred; \$2.00 per thousand; NOT LESS. At this price you can give good service.

One great mistake which I notice made by a number of circular mailers is that they do not include anything of their own; all circulars are outsiders. Why, to make a business of this kind pay, you **MUST** have some of your own circulars. Have at least a few of your own that you enclose with all others that you mail out. Your own circulars, if good, will bring you enough to pay the cost of postage, names, etc., and the money you receive for mailing the other circulars will be clear—all “velvet.”

When you send out circulars see that they only go to people who may be interested in that special article which is advertised therein. Many mailers “jam” all kinds of circulars in one envelope, and send them to any names they can get a hold of.

The Mail Business offers a good field for Mailing Agencies who will conduct the business in the right way, using system just as if you were mailing your own circulars.

When soliciting business write a letter (not a postal) using good business stationery of your own, and **DON'T** enclose any circulars with the letter. But make a business letter out of it—one that is worded so that it **WILL** interest a busy man and command his attention to **Act at Once!**

There are already too many who write postals for circulars to mail. Others use plain, cheap paper. If you can't afford to spend several dollars for business stationery, some good names, etc., don't start in the circular mailing business, as you won't make a success of it. It is by no means an easy business, but quite the contrary. It is a **hard** business to get on a good paying basis; it takes time and work to make it a good substantial business, and you alone must furnish the right material and the necessary efforts.

Remember, we are living in a “You Have to Show Us” age, and business will be slow at the beginning, as advertisers will not pay you their good money until you “Show Them” that **YOU** can bring results.

It is up to you when you start in the Circular Mailing business to convince those who have circulars to mail that their circulars mailed by you will bring them good returns. Then, when you get an order, “Make Good”—see that their circulars are mailed so they will pay them, and you will, in time, make a success of the Circular Mailing business.

HOW TO WRITE A BUSINESS LETTER.

One of the most important steps in the Mail Business, and which success greatly depends upon, is writing letters in a way so that they will pull.

Much has been said on how to write letters, and many books are printed on this subject, but few contain practical knowledge for the Mail Order man, as they are not based on actual experience and results obtained from the letters therein.

The pointers that I will give you here on writing business letters can also be applied when getting up your advertisements and circulars. In fact, all your business literature.

You may have something of great value to the reader, but nevertheless you won't find him anxious to part with his cash, even though he wants just what you are writing him about. No, you've got to convince him—what you say must hit home.

Whether it's a letter, an ad, a circular, or booklet, you are getting up, to be forcible, it must—

1st.—Attract Attention.

2nd.—Arouse Interest.

3rd.—Create Irresistible Desire.

4th.—End up with a closing climax or clincher—force the reader to act—order—remit immediately.

You must keep the above in your mind, and all must be worked into your matter in the right way.

Get everything else off your mind before you write up anything. Now start preparing your matter, making it about three times the length you want it to be when completed. Then continue reading it over, every time "cutting out" what you think might be left unsaid without decreasing the pulling power, until you have the length you want it to be. Ask yourself what the strongest arguments are for your goods—what the best points about them are. Leave all these stand, and these strong sentences only. By doing it this way you will have only the most important points, and you can write up some good, convincing stuff.

The results you receive will be in proportion to how you followed the four points mentioned, the carefulness and thoroughness with which you carried out the requirements, and the originality you put into it.

When you start a letter bear in mind that an opening sentence, such as "Send me fifty cents," is by no means one that would attract attention. What you want should not come until your reader is interested and you are through telling him his desires.

I have often received letters that read as if the writer felt he was funny. Don't do this, as it's a serious matter to ask a man for his money, and you will lose many an order if you try to be funny.

Never say in your literature, "Stamps Not Accepted," "All remittances must be made by money order," or "Checks not accepted," as you lose many orders doing this. Often your prospective customer is far away from any place where he can get a money order, and the only thing he has handy is stamps or his check, outside of change or bills.

Whenever I am selling something for one or two dollars I have found the very best way to get orders from prospects is by telling them to simply pin a dollar bill or a two-dollar bill to their letter—not to bother with a money order, but to enclose the remittance in any convenient form. You will find that Uncle Sam's employes are honest, and that there will be a very few dollars, if any, go astray. And the number of orders that you will receive more than you would have, had you not made it so easy ordering, will surprise you.

You must make it easy to order, and you've got to get the order while your prospect is in the mood of ordering. If he has to wait until it is convenient for him to send money in the form you request, he will probably change his mind.

*Above all your claims, do not exaggerate. Don't make a statement that is not true or that you cannot fulfill. Remember, you are in business to stay, and you must treat everyone right if you expect their patronage. It is the permanent customer that makes your business grow, so show him his trade is appreciated.

It must be remembered that in writing letters to the different classes, your whole letter must read different. You must study the person you are writing to and thoroughly understand him. To a busy business man write a short letter—tell your whole story in a few words—let your letter contain nothing but sentences, gotten up into crisp, short words; **straight-from-the-shoulder Anglo-Saxon.**

But to people who have plenty of time, send a long letter, explaining everything fully, as they want to know all about your goods before they send you an order. They want a long letter—they expect it, just the same as the blue eyes you used to write to so often. Take care in studying your party, and write accordingly

Never expect one letter to bring all the business. Your first letter is merely an introduction. Others must follow to get the maximum results.

Another point necessary in doing a Mail Business is to use nothing but the best grade of paper for your letterheads, circulars, booklets, etc. Your literature is your salesman. Your people are sometimes far away, and usually you are judged by your stationary. You can afford to use the best, as it is the cheapest in the end, considering the amount of business you receive which you would not have gotten had you not made a good appearance.

The "YOU" Element.

You have probably noticed that from beginning to end, the average letter you receive consists simply of a bunch of sentences that have no interest to you, because they all run, "We" have this, "We" are contemplating doing this and that, "We" would like, etc. But do I care what "we" do—are my interests affected by a statement of "ours"?

You don't care to know anything about what the writer of a letter has to say about himself—you have no interest in his proposition until he has shown some interest in your affairs, and explained to you why it is to your advantage to buy. And no one can make another interested everlastingly harping on "we."

That's one point in letters which makes them interesting only to the man who empties out the waste basket. Bear this in mind.

A GOOD LETTER.

Following is a copy of a letter different from the average. Note how all the necessary requirements are worked in—how it attracts attention, arouses interest, creates desire and finally ends up with a clincher, making ordering easy and at once. I have mailed a large number of copies of this letter with the very best results, and am giving same here as a sample, that you may get some good out of it:

My Dear Sir:—If this letter were printed on a ten-dollar bill it could scarcely be more valuable to you than the message it now contains. For it offers to place in your hands, without any cost whatsoever, a copy of a 460-page book that is of great interest to you.

Buying books in large quantities, I just bought from the publishers

a number of formula books at less than the actual cost of printing them, and I want YOU to have a copy.

I have used no printed matter about this book, but even a volume of printed matter could not show you its value as the book itself. So I want to send you this book. I do not expect you to buy it. I merely want to send you a copy FREE.

It is a 460-page volume, containing 3,500 of the best formulas, recipes and trade secrets for Mechanisc, Manufacturers, Housekeepers, Farmers, Druggists, Storekeepers of every kind, etc., etc., and all people in every department of human endeavor. From the formulas given you can make medical preparations of all kinds; toilet preparations of all descriptions; household supplies and hundreds of other useful articles.

***A USEFUL AND MONEY SAVING DEVICE**

A few instructions that will enable anyone to print "facsimile" typewritten letters for about 8 cents per 1,000. Also how to make money selling the instructions.

This process is one that many are using. It gives satisfaction, and the investment is slight. We firmly believe that all who use it will be pleased.

First, buy of P. Rudolph, 2014 W. 25th St., Chicago, 35 line holders. These are strips of tin bent into a groove, and are the length of a line of typewriter type as written on usual machines. They cost about 4c. each. Now, buy about 5,000 of their sliding rubber typewriter letters. These cost somewhere around \$1.50 a 1,000. They are made of hard rubber and with a projection on one side that just fits into the line holder, so that when set up they cannot fall out or become irregular, etc., and the line prints exactly as if it was printed on a typewriter. It is best to use metal punctuation marks, which punch into paper as a typewriter does, and thereby make the letter more perfect. With a bottle of printing ink, costing 25c or 50c, you are ready.

Now take a plain board 6 inches wide, and with a pair of compasses mark four half circles on same, each one with a diameter at widest part of 6 inches, and 3 at narrowest part. Cut these out, using care to have them perfectly half round, etc. To a piece of board 6 inches wide and 9 long, nail them, putting one at each end and two nearly in the center. Fastening the flat side to board, this makes a form like a rocking chair; to the flat side fasten a handle to work it with. Now take two strips of tin one-half inch wide and fasten with small screws to the oval or half-round sides of the two outside half circles. These are to hold the holders in place, as each line holder has a small projection on each end which just slips under these tin strips, and so holds it tight.

Now set up your letter, just as one would set type, with the rubber letters, and then put them onto form, slipping the end projections on line holder under strips of tin. This makes a form just like a big rubber stamp, only it is half circular in shape. The reason of this is: When you print with it you put the top line to paper and and "rock" the form down (just as a rocking chair rocks), and so but one line of type touches and prints at one time, and so with but little pressure it prints perfectly; which it would not do if flat. This is the principle that the drum printing presses work on.

Now for printing and ink pads: Take two boards, 9x12 inches, and cover them with 6 thicknesses of canton flannel. The one to be used as printing pad nail a strip 1 inch high at one end to use as a guide for putting on paper; the other you use as an ink pad, and put on the ink with a small brush, using it even. To operate the printing form, "rock" it over the ink pad, lay a sheet of paper on printing pad and "rock form over same." The result will be a neatly printed letter, just as if typewritten. With a little practice you should be able to run from 500 to 800 an hour easy. Imprints can be changed, as well as wording, by taking out one line of type and making the change without disturbing the rest.

This is just the kind of a little machine mail order beginners need. You can then try out many plans that otherwise would cost several dollars to start, because of the high charge for imitation typewritten letters, or printed circulars. Then, too, many times you would like to try out some of your own ideas, but soon drop the subject, because you haven't got the money to invest in printing. Whereas, had you one of the little machines it would be possible to try out most every one of your ideas.

Here is a fine suggestion for a few who make one of these machines: After you have your machine ready, print these same instructions, using as many sheets as necessary to make a neat job of it.

Now get up a little letter offering the instructions, "How to Print 'Facsimile' Typewritten Letters at 8 Cents Per Thousand," which also explains where to obtain necessary supplies, etc., for 25c. Stating that your letter is a sample of the work. Further explaining that it is not a "hectograph," "putty" or cheap duplicating method of any kind. You will be surprised at the way the quarters roll in—and it's nearly all profit, at that. Or offer the instructions free with an order for other goods. It would increase sales.

And remember, the book is free. To each of the first thousand sending me \$1.00 for the book, "Money Making Secrets Exposed," I will send a cloth-bound copy of this splendid book without charge.

But you must act now—only a limited number of these books can be gotten, and many will snap up this offer. So pin your dollar to this letter and mail me today. The books will then come to you at once, prepaid.

Sincerely yours,

The Three Way Blotter.

This is a blotter containing the advertisements of three different not conflicting businesses. A printer has made good money printing these blotters. The cost of the blotter is divided between three concerns.

The Advertising Sticker.

A printer in a northern town is making a specialty of advertising stickers and making good living with a little hand press.

A Local Booster Magazine

This is a small magazine for local publication, given away in restaurants, cigar stores, etc. The advertisements pay for the printing and leave a good margin of profit besides.

THE \$50,000 PLAN.

Giving Away Pianos.

Frank Lewiston of Pittsburg, Pa., relates in his book how he made

of merchants in each town to give away a piano worth from \$250 to \$400 to the society or organization which polled the largest number of votes. Each merchant was furnished from 5,000 to 10,000 ballots, to be given away singly with every 25c purchase. Newspaper and handbill advertising announced the plan to the general public and contained the names of the merchants who participated in the distribution of the voting coupons. In this way the people concentrated their purchases to the stores of these merchants. The cost to each merchant participating in the contracts was \$1,280. The piano cost him from \$150 to \$200, although worth a great deal more, but the piano makers derived considerable advertising out of the venture and did share to promote the plan.

If his additional expenses footed up the total to \$500, he was still \$780 to the good for a few days' strenuous work, as his mission was completed as soon as contracts were signed, advertising placed and piano exhibited in the establishment of one of the leading merchants. Usually he engaged the county clerk, city clerk, or other well known officials to count the votes and make the awards. For this service he paid them from \$15 to \$30, according to size of town and number of contracts. The ballot box was placed at a centrally located store. Lewiston says that he usually secured from 25 to 30 contracts in each town, and in a short time accumulated \$50,000 from this venture, starting the business on practically no capital. The very first city on his list, Beloit, Wisconsin, worked when his idea was crude, and contract price low, cleared him \$232 in ten days.

Additional Information About Circular Mailing.

..The 10c plan. You offer to mail a trial 100 for 10c. **The free circular plan,** when you mail the circulars free on the condition that they contain your own advertisement on the back. **Circular mailing on commission.** You mail the circulars free on commission of goods sold. **The co-operative circular mailing** is when two or more circular mailers combine their mailings by exchanging circulars. **Circular mailing clubs** are conducted on the same co-operative principles. By following the instructions given above in regards to circular mailing a good income can be realized from this business. There are many school boys making good money by mailing circulars. Of course, it takes a little time to establish the business, but once it is going, you need not worry any more. **The wonder circular mailing plan** which is known to have made at least one man rich is worked thus: You offer a concern to print their ad on the back of the circular and mail them for the cost of the printing, reserving the right to print another, not conflicting ad, on the other side or you offer to mail their circulars free if they print one of your ads on the back of their circulars: you make the same offer to other concerns thus getting paid for both the printing and mailing. **The endless chain circular mailing.** Everyone receiving a circular, remails it and so on. This also called the perpetual mailing club. **The 10c bargain envelope** is the Premium Budget sold by I. & M. Ottenheimer, Baltimore, Md., at 3c each; a description of the contents of this budget would fill a book and that is what makes them sell so well.

LAWS RELATING TO USE OF "COMPANY" FIRM NAME

In starting a mail business, the first and one of the most important things to consider is your trade name. Great care should be used in the selection of a business name.

For various reasons, many do not care to use their own name, but instead prefer to do business under a "Company." This is all right sometimes, but you cannot call yourself a Company in all States.

I have been asked many times by individuals starting in the mail business, whether or not they can call themselves a "Company," also if there are any restrictions in their State.

Until just recently I could never answer this question. I don't think that there are more than about one out of every hundred who are now in the mail business who know the laws governing the using of a Company name by an individual.

They vary to a great extent. In some States they are strict, while in others they are very easy and seldom enforced. But, whatever you do, never violate the laws of the government, especially if you are in the mail business.

In the following States an individual person may assume a Company name for business purposes; there are no restrictions and it is not necessary to mention on business stationery whether Company is incorporated or not: Alabama, Arizona, Arkansas, California; Connecticut, Delaware, Florida, Idaho; Indiana, Iowa, Kansas, Minnesota, Mississippi; Missouri and New Hampshire.

The laws of the following States differ to a great extent so we will give each individually.

Colorado—You may assume a Company name, but it must not be the same as that of an existing corporation or partnership.

Georgia—You may use a Company name, but it should be registered in office of Secretary of State. Fee is \$1.00 for first year and 05 cents annually thereafter. Not necessary to mention on business stationery whether incorporated or not.

Illinois—It is best to have two individuals constitute a "Company." It is not necessary to have their names mentioned on business stationery. If business is not incorporated it is necessary that this be mentioned on business stationery.

Kentucky—Company name may be used, but words implying incorporation forbidden unless concern is incorporated.

Louisiana—An individual cannot assume a Company name. Only incorporated companies can operate under name that implies incorporation.

Maine—Company name cannot be assumed by an individual. Not necessary to mention incorporated or not.

Massachusetts—Company name may be used, but certificate should be filed with city or town clerk. Not necessary to mention incorporated or not.

Michigan—Company name may be used, but certificate should be filed in county clerk's office.

Montana—Company name may be used, but certificate should be filed in county clerk's office, and notice published once a week for four weeks in newspaper of county. Not necessary to mention incorporated or not.

Nebraska—Company name cannot be assumed by an individual. Not necessary to mention incorporated or not.

Nevada—Company name may be used and there are no restrictions except that certain rights cannot be enjoyed unless laws relating to partnership are complied with. Not necessary to mention incorporated or not.

New Jersey—Company name may be used, but certificate should be filed in county. Not necessary to mention incorporated or not.

New Mexico—Company name may be used, but not one that is already in use by an established company. Not necessary to mention incorporated or not.

New York—It is permissible to use a Company name, providing it is not misleading. Cannot use ending "& Co.," nor other name which plainly implies the presence of partners where none exist.

North Carolina—Company name cannot be used by an individual. Not necessary to mention incorporated or not.

North Dakota—Cannot use a Company name except in special cases prescribed by statute, unless there are more than one in the business. It is not necessary to mention on business stationery whether incorporated or not.

Ohio—"Company" alone can be used, but you cannot use "The" before "Co." No corporate name is permissible which implies the existence of partners where none exist.

A MAIL ORDER EMPLOYMENT BUREAU

Employment Bureaus operate in every large city for the purpose of getting positions for people out of employment and finding help for firms which require it. Did you ever consider the phenomenal success these Employment Bureaus are having? And their business is very simple.

In these United States of ours there are a good many thousands of canvassing agents who are continually looking for new and better propositions. There are at least hundreds of good concerns who have such articles to offer these agents. The usual way for the concern getting in touch with the agent is to advertise in newspapers and magazines and depend upon such means to reach the agents.

This method is rather expensive, but as no one has ever offered advertisers a better and less expensive way to secure agents that will be interested in their particular proposition, they must spend most of the profits in newspaper and magazine advertising.

Why not, therefore, establish (an Agents Employment Bureau' and seek to bring together the canvasser and the concern?

Both the agent and the concern will need your service. If you are an agent you know how many advertisements you have to answer before you can get even one good proposition. Sometimes you may write dozens of letters and post cards in answer to advertisements and then find that you received nothing but a bunch of foolish propositions—cheap efforts that not even a child would accept. If you are an advertiser, you know what it costs to get good agents and you would be willing to join an association of this kind.

Do you see the big possibilities in this plan? The agents will need your service to get in touch with the latest and best propositions. The advertiser will need your service to get in touch with good live agents. Both of them will be willing to pay you a fee, as it will mean many dollars to them.

I fully believe that the idea is most practical, but it must naturally be modified to suit the requirements. For instance, the method of the fee must be changed. In the city Employment Bureaus the party who wants a position pays the fee. In the Agents' Employment Bureau the employer of agents must pay the fee and he will be glad to pay his portion of the expenses, because good agents are not plentiful and are in demand. Inasmuch as he is accustomed to spending large sums in advertising, your proposition to put him in touch with agents and charge him a sum therefore, will not strike him as being in any way presumptuous. On the other hand, your fee to the agent must be small, just enough to pay expenses and keep out the curiosity seekers and the always ready "Something-for-Nothing Fiend."

Having read so far, I suppose you are wondering how you are going to get these agents to offer the concerns, and what your expense will be to secure the names of good bona fide agents.

I will explain here a method by which you should get the names of thousands of agents without cost to you. Of course, you will have to spend a few dollars at the beginning to secure the first thousand names, but the returns from these should leave you a big profit to pay the cost of this thousand get many more.

Write to some reliable house for original letters of canvassing agents. State that they must be bona fide and up-to-date letters. They will charge you about \$8.00 for 1,000. If you can't get the original letters, just the names will do, but they must be working agents; people who make a living selling goods by personal canvass. If you have not the facilities for securing good names write to P. S. Sykes, 167 W. 22d St., New York. He can furnish you with just the kind you want. Good agents' names sell for about \$5.00 per 1,000.

Now the next thing is to get up your literature. It will be necessary that you have some good, strong, forcible letters and circulars—ones that will "land" a remittance from those who get them.

I would suggest a letter and a four-page 6x9 folder, which you send to agents, explaining the purpose of your association, giving them full particulars. You may make the membership fee to agents any amount you like, but I would suggest 10 cents for one membership fee to agents any amount you like, but I would suggest 10 cents for one month; 50 cents for seven months; \$1.00 for eighteen months. Make your letter and folder a good heart-to-heart

talk, and you should get enough replies with remittances to pay the cost of the 1,000 names, together with postage printing and your other expenses.

Then write a good, strong letter and circular, which you send to every firm that advertises for agents. By looking through the newspapers and magazines, you will see advertisements of hundreds of good concerns. Make your letter convincing and fix your price at 50c cents per hundred names. State that your members are all agents who make a living selling goods through personal canvass and that they are paying to get in touch with good propositions.

The concerns will be glad to pay you 50 cents per hundred for your names, as it costs them from five cents to twenty-five cents to get a good agent through advertising.

You want to be sure and classify your agents, as some will be interested in selling books, while others prefer medical goods, household supplies or some certain things. And send only names of agents who are interested in what that particular firm has which buys your names.

You will receive a number of 50-cent orders at the beginning, also some larger ones. The concern will watch results from the names they buy from you, and, naturally, if their proposition is good they will receive some big returns for they will be getting a "select" lot of agents—just the kind they want for their proposition. This is where you are laying the foundation for a good, permanent business, because these same concerns will want more of your names, and as fast as you get new members you should have a list of satisfied customers who are ready to buy them at the rate of 50 cents per hundred which is reasonable. In thousand lots, fix the price about \$3.50.

Figure your profits! It only takes a few minutes to write the names. You are getting 50 cents per 100 for them. You should sell thousands of names at this price. I will state here that, a few years ago, I did nothing but sell names, and I sold thousands and thousands. And the names that were mostly in demand were agents. I received order after order for agents' names and therefore I got this plan, which I consider the best one in all my years of study.

Let's get together and figure what your profits would be. Suppose, for instance, you secure 500 agents per month to join your association, and they each pay you 10 cents. I am figuring at a very low basis, but you should receive a large number of 25 and 50-cent remittances, also a number of \$1.00 subscriptions. At the rate of each one only sending you 10 cents you will have taken in \$50 in new subscriptions. This should be sufficient to pay the cost of the names you bought, the postage, and still leave a few dollars for incidental bills.

The agents can be secured entirely by circularizing, or, if desired, you can advertise by placing an "ad" similar to the following under the caption, "Agents Wanted," in some of the big Sunday papers:

10 CENTS WILL BRING YOU PROPOSITIONS
Every day from dozens of firms who want agents
Stop answering "ads"—Try our way. Send 10c
to-day or write for our literature; it's FREE.
AGENTS EMPLOYMENT BUREAU, Hustlerville.

But by circularizing with a letter and folder to agents, together with a return envelope and order blank, you can doubtless do better, as the cost is you and suggest the most direct way to Mail Order Success. Address above. not nearly so great.

If you have darefully read this plan, you will see that it is a nice, permanent business, which can be operated in your spare time and will pay an excellent profit.

But let me impress strongly on you that you must have winning letters and folders. If you can't write them yourself, get some who knows how.

The Atlas Adv. Service, 51 East 42d Street, New York City, are powerful writers. They make a special business writing literature for any proposition.

Should anything not be clear and that you do not fully understand in this plan, or if you would like to have me write up the literature in a way that it will pull, I would be glad to hear from you, either for this plan or any other one printed in this book, as I am ready at all times to work with

HOW I MADE \$185. NET PROFIT IN 15 DAYS ON AN INVESTMENT OF \$5.

I struck recently a great plan and have tried it out with great success. I got to this town on a Monday morning with \$5.25 in my pocket. I had no acquaintances whatsoever, and having no trade, couldn't apply for a regular job in any factory or similar place. While at breakfast, that same Monday morning, I thought of calling on the local printer and submitting to him a plan which I had worked out previously. I called on the first printer I chanced to pass, and having made suitable arrangements with him, started out at once to get my bull by the horns.

Now here's the plan I worked: Every one of the readers of this has at some time or other felt the need of some local information, such as address of a prominent business man, or some historic date connected with the place he inhabited, or the time a certain train left, or an electric car etc. To secure this information he had to run around and find a directory, a local history, or some time tables. All these works are generally not at your immediate command, either through their cost or some other reason.

I thought then, that a booklet containing all this information in a condensed form would be well appreciated by the public, especially if they are given away free. I called my booklet, Pocket Guide and Business Directory of Hustlerville and Vicinity. I then mapped myself out on paper a folder of the exact form and size of the booklet and made a brief index of the contents. Here's the index, so as to give you an idea of what such a booklet may contain;

	Page
Fire Alarms, Hustlerville	1
Street Railway Time Tables	2-3
Railroad Time Table—Incoming Trains	4
Railroad Time Tables—Departing Trains	5
Mail—Arrivals	6
Mails—Closing	7
Physicians, City Council and Officials	8
Distances, Fares, Telephone Rates to Vicinity	9
Money Order Fees, Rates of Postage, etc.	10
P. O. House	11
Brief Business Directory	12-15
Points of Interest in and Around Town	16
Brief History of the Town Since Its Foundation	17-18
Plans of Theatres	19
Calendar of Legal Holidays	20

Now I obtained all this information from first source, namely, fire alarms at fire department, street railway time table at company's office, etc.

Now my booklet was to be made out of ten sheets of 6x6-inch newspaper and a cover. Each page 6x6 inches; 3x6-inch space was to be used for interesting information as contained in index, while the other 3x6 sold for advertising space to some dealers. Now I had arranged with my printer on the following plan. I had 50 4x3 cards printed as follows,

I hereby contract for one full page (3x6 inches) in Sylbert's Hustlerville Guide and Business Directory. I am to pay for this ad. the sum of \$20.00. This amount covers also the price of 200 copies bearing my name on the front page. Extra copies will be delivered to me at 10 cents per copy for 100 copies or less; 8 cents in larger lots.

Merchant

Address

Now as I had no money to pay for the printing of my booklets, it was agreed that I would pass my contracts to the printer and he was to collect the price of the advertising space and give me the net results after deducting the printing cost. He charged me 5 cents per copy for the booklet and agreed to change the name of the dealer at the bottom of the cover on each 200 copies. Example:

Compliments of
John Hustler Company,
10 Booster St.,
City.

Now came the hardest part, namely, the selling of advertising space. I called on all prominent dealers in all lines and after explaining to them my

offer and showing them the small paper folder I made up. I used the following speech in most cases:

"Mr. Dealer: I am representing the publishers of the Hustlerville Guide and Business Directory. Now, Mr. Wide-Awake Dealer, you have long ago realized the value of advertising, but such value depends in most cases on the medium used. Now, we are offering you a plan by which you can reach your own and your neighborhood's trade, keep your name and ad. before them for an indefinite time, and at the same time make a valuable present to thank your regular customers for patronizing you. Now, here's the advertising medium I spoke of: it's our Hustlerville Guide. From this folder you may judge of the form of the booklet, while this index will tell you of its contents. You have surely grasped now the value of this booklet. Now, I offer you to place your full-page ad (3x6 inches), opposite any page of information in this booklet, give you 200 copies of this booklet with your ad. at the bottom of the first page cover as per the enclosed folder. Your name and address will also appear in large type in the business directory on pages 12-15. Now, we have 20 such advertising pages to sell by the same plan, so that your ad. will come before 5,000 readers, but in most cases we will have repeat orders and this ad. is sure to be seen by at least 5,000 readers. This booklet is a thing that will be kept by everyone for at least one year (the calendar year). Now I offer you a running ad. for one year in a publication of 5,000 circulation and a valuable present for 200 of your best customers for the ridiculous price of \$20. Copies of this booklet for repeat orders will sell at 10 cents a copy in 100 lots or less, or 8 cents in larger lots, so that you are getting in reality your ad. for nothing. Now, I do not want a cent of your money before delivering you the copies or before you will have the opportunity of seeing that every promise was kept. All that I ask of you is to sign this card (present one of fifty cards I had printed) and this will serve as a contract (the dealer signs). Thank you, Mr. Dealer; I am quite sure that this is the best investment of your advertising appropriation, and I trust you will soon need extra copies of the directory. Good day, Mr. Dealer."

It took me two days to get my 20 contracts signed, and I returned to my printer. He set the booklets up at once and the following Wednesday we had the booklets. My living expenses during that time amounted to \$5.00, so that my capital was about exhausted, but the delivery of the booklets brought immediate relief. The contracts brought in \$400.00. Two hundred dollars I agreed to pay the printer for the booklets. I had to stay two weeks in town to look some matters up, and my expenses amounted to \$15.00 during that time. So that my net profit was \$185.00. A rather good salary for three weeks, and I started without capital

A TWENTIETH CENTURY BUSINESS

What has a larger sale and what offers greater possibilities than a good writing ink? The plan I am about to give you is to sell ink in powder form at ten cents a pint, yet costing you very little, and as good an ink as any now on the market.

First of all write to Arthur J. Rutland, 5633 Glenwood Avenue, Chicago, for their prices on ink in powder form. I could give dozens of formulas to make ink, but for the person without any experience it is rather a difficult task, and you can buy it cheaper.

Then have some envelopes printed with the following on them:

TWENTIETH CENTURY INK POWDER

A Fine Writing Ink Sufficient To Make One Pint

PRICE TEN CENTS

Dissolve the contents of this packet in one pint of hot water, allow to cool and bottle it. It is then ready for use. Will keep indefinitely. It is a brilliant, permanent lasting blue black.

THE BEST INK MANUFACTURED

Dear Friend:

We are pleased to leave for your examination and approval this powder which will make one pint of the best writing ink. Can be easily made and a better ink cannot be secured; and you can not buy any ink at the price of TEN CENTS for a WHOLE PINT from any one else.

The agent is leaving this packet for you to try. Dissolve it as per above directions and try it. The agent will call again in a day or two and if satisfied pay the small sum of ten cents.

Please attend to the above and you will help the agent make some money and thereby receive thanks for your kind consideration and patronage.

The firm mentioned above put up the powders in small packets to make one pint. Call the ink any name you wish, but the above will give you an idea of the selling plan. Twentieth Century is a suitable name, and I would suggest calling it this. The envelope does all the hard work, so you need not have experienced agents.

The best way, and which way I know by experience will sell the powder, is to get some "kids," have them leave the powders at the house, and in a day or two later have them go and collect. Change the envelope according to whom you have distributing it. If you are going to have children, have somethinb similar to the following printed:

"Deara Friend:—Your young friend, in offering you this powder at the small price of ten cents is at once giving you an unequalled opportunity to secure a really superior article of writing ink, and of helping to earn for your friend a little money. Give 10 cents for this powder, and you will get your money's worth many times over, and help your friend out just that much."

The above will take better when you have children. Give them a commission or premium. The latter usually takes best. N. Shure Company of Chicago issue a large catalogue of premiums.

A good "Trust Scheme" business could be built with this by simply getting up an ad and a letter which you send with the powers, if you are operating by mail. A few follow-up letters would also be necessary for those that do not remit promptly.

Any hustler can make money in a number of different ways with this ink proposition. Either selling outright or giving it as a premium when people buy other goods.

I know of a party out East who watches the advertising columns of the newspapers and magazines, and to each advertiser that looks good to him he sends a packet of ink powders, which when diluted will make a pint of ink. His price is 35 cents for these powders, and I believe he is making out good. With his powders he writes a letter calling attention to his ink, also encloses a stamped envelope for the return of either the ink or remittance.

The ideas are yours. Now sit down, put on your thinking cap and make your brain factory work; study, scheme, and figure the results. Quit dreaming and do things.

If you are wide-awaake for a 20th century business, get busy. Here's some big money for you.

A WHOLESALE MANUFACTURING BUSINESS

A very profitable business for those desiring to manufacture something themselves is to put up and sell Flavoring Extracts.

You can readily see the demand for flavoring extracts—they are used by every housewife. A permanent business could be built, as we will give here the best formulas to make the fifteen leading brands so they will come up to the highest standard of perfection.

In putting up flavoring extracts, it is like everything else. Care must be taken, and you must go slow at the beginning, unless you have had experience in the "mixing" business. The best way would be to put up a small quantity of the preparations, and have some of your friends try them, giving you their honest opinion. You probably will make some mistakes at the beginning, but you will profit by these, and eventually will become aan expert in the business.

The following arae the formulas:

PEPPERMINT—Oil of Peppermint, 6 ozs.; Alcohol, 3 qts.; Water, 7 qts. To color add dried peppermint leaves, let stand for a week and filter.

PINEAPPLE—Grated Pineapple, 1 lb.; Alcohol, 6 ozs. Mix and let stand for three days, shaking occasionally; then strain through flannel, and add enough water to make it measure 1 pint after it is filtered.

RASPBERRY—Fresh Raspberries, 10 lbs.; Alcohol, 3 gallons. Let stand two days, then add 1½ gallons water. Press through cloth and filter until clear.

SARSAPARILLA—Oil of Sassafras, 4 ozs.; Oil of Wintergreen, 4 ozs.; Warm Water, 3 gallons; Alcohol, 4½ gallons. Mix the oils with the Alcohol, and let it stand three days; then add the water. Color with caramel.

STRAWBERRY—Strawberry Juice, 2 qts.; Alcohol, 1 gallon; Water, 5 qts.; Aromatic Sulphuric Acid, 3 ozs. Add a solution of carmine if a stronger color is desired.

VANILLA—Vanillin, $\frac{1}{4}$ oz.; Coumarin, $\frac{1}{2}$ oz.; Alcohol, 12 ozs.; Glycerin, 4 ozs.; Distilled Water, sufficient to make 1 gallon. Color with caramel.

WINTERGREEN—Oil of Wintergreen, 8 ozs.; Alcohol, 5 gallons; Water, 3 gallons. Mix the Oil with the Alcohol, and let stand three days; then add the water, luke-warm. Color with red aniline.

ALMOND—Oil of Bitter Almond, 1 oz.; Distilled Water, 4 ozs.; Alcohol, sufficient to make 2 quarts.

BLACKBERRY—Blackberries, 2 lbs.; Alcohol, 8 ozs.; Water, 25 ozs. Macerate three weeks, then press through cloth and filter. Use fresh blackberries only.

CHERRY—Oil of Bitter Almond, 3 dr.; Oil of Apple, 1 oz.; Citric Acid 1 oz.; Alcohol, 1 qt.

CHOCOLATE—Grated Chocolate, 10 oz.; Alcohol, 1 pt.; Water, 3 qts. Dissolve the chocolate in one qt. of water, boiling hot. When cool, mix all together and filter.

CINNAMON—Oil of Cinnamon, 6 ozs.; Water, 2 gallons; Alcohol, 1 gallon. Color with tincture of red saunders.

CLOVE—Oil of Clove, 3 ozs.; Alcohol, 60 ozs.; Water, 35 ozs. Dissolve the clove oil in the spirits, shake well; then add the water, a little at a time. Color with tincture of red saunders.

LEMON—Oil of Lemon, 8 ozs.; Alcohol, 1 gallon; Distilled Water, 5 qts. Color with saffron.

ORANGE—Sweet Oil of Orange, 1 oz.; Alcohol, 12 ozs. Color with cochineal and tincture of curcuma.

Before starting in this business, write Department of Agriculture, Washington, D. C.; advise them that you intend to put up flavoring extracts, and request full information, together with blank for obtaining a serial number under which your goods will be guaranteed.

Write Whitall, Tatum Co., New York, for bottles, corks, etc.; Robert Gair, Brooklyn, N. Y., for paper boxes; also Barger Bros., Elkhart, Ind.; labels and other printed matters from E. L. Fantus Co. For essential oils, Eimer & Amend, New York, also Laur Drug Co., New York. Bottles can also be gotten from Illinois Glass Co., Alton, Ill. Aluminum boxes, tubes, also fiber cans from Western Aluminum Co., 512 Dickey Bldg., Chicago.

HOW TO MAKE MONEY WRITING FOR TRADE PAPERS

There are a large number of trade papers that offer an exceptionally good field for money-making through the sale of timely articles. This class of publications, while of a high order, do not require so great proficiency in writing, provided the essential facts of the story are there.

One does not need to live in a large city, as the smallest hamlet often contains the making of an excellent story, if one's news sense is sufficiently acute to recognize the possibilities presented.

To become a successful writer, a fair education, an inborn "Nose for News," an alert mind and determined purpose are chief requisites. Add to these the physical accessories of a kodak, even if a cheap one, and a typewriter, and you are ready to begin work.

Too great stress cannot be laid upon the desirability of a typewriter. Many a weary editor has rejected a good story simply because the writer failed to typewrite it. Remember first impressions are strongest. For the time being the story represents you. If you were applying for a position you would shine your shoes and don your best suit, neatly pressed. Never carelessly fail to observe equal care with a manuscript. Your pains will be repaid many times over by the results obtained. In passing, it is perhaps needless to say you must use but one side of the paper in writing.

Next to neatness of the manuscript, the chief essential is that of illustration. A picture-mad world demands views to illustrate nearly every item. Invariably send views with stories if you are writing for an illustrated publication, but do not mount them.

Trade papers demand articles devoted to their distinctive lines. The grocery, hardware, drug, confectionery, manufacturing and farming industries

are all represented, like hundreds of others, by numerous monthly or weekly publications devoted to their interests.

No matter how small your town is, it has the making of a story for some of these papers. Perhaps you know of someone who is building a house of unique construction. There lies the making of an illustrated story for a builder's magazine. Another may be meeting with special success in the raising of chickens along new lines. Go to him and get the details, particularly as to his original methods. Have your kodak along and get views. Some local mechanic may have invented a home-made automobile; it will be valuable to an automobile magazine.

After you have the facts for your story, go to the quiet of your room, look over your notes, and discover the feature of the story. Then, in simple terse language start out, playing up the feature of the last paragraph. Remember, if the story is not a model of perfection, as a literary production, if the real value is therein contained, new, bright and striking, the editor will quickly realize real merit and correct the defects themselves.

When the story has been carefully revised, and is the best you can do, write a brief note to the managing editor of the publication. Enclose postage and a request that the manuscript be returned in the event of rejection. Do not put a price on the article. Leave that to the editor. Should you fail to sell the story, submit to some other suitable publication in like manner. Do not become discouraged if your story is returned. Smile and pluckily try again. Keep your eyes open and your mind mentally alert to grasp a new idea. There is no royal road to success, or short cut to be taken. These are offered merely as suggestions that may save from pitfalls. "Constant pounding breaks the stone." In like manner, constant perseverance alone will make a success. Success will crown your efforts if you but persist.

What is success but a command to do higher things

Remember, that it isn't alone how much you do, but what you do and how you do it that counts.

True success is what you will possess after you have ransomed your faculties of mind from the slavery and ignorance of doubt.

Part 3. SPARE TIME WORK.

The Dime Plan. Place an advertisement in one or more Sunday papers reading something like this: "One ounce finest perfume for 10c. Money back if not satisfied." Such an ad in the class. section will cost about 50c or even less. With 50c more you buy the following materials: Borax 4 ozs. Oil of orris root, 1 dram; Oil of rose geranium, 1 dram. Mix the borax with the orris and add 10 drops of the oil of geranium; mix well and put up in small drug envelopes containing about 1 dram each. A dram is $\frac{1}{8}$ of an ounce; four ounces will make 32—40 packages. **Directions:** Dissolve in one ounce of hot water and let stand over night, then filter. With each envelope you send a little circular offering to sell them 5 more envelopes for 25c or the formula for 25c. Instead of this perfume you may use any other kind which you can buy at the drug store.

The co-operative dime savings. You accept dime deposits and offer to pay 10% interest a year providing the deposits during the year exceed \$5.00 and the money is not withdrawn before the end of a whole year. In case one of the depositors wishes to withdraw his money before the end of the year, he must lose 10% plus postage and other cost of mailing, minimum fine to be 25c. If his deposits never reach a sum higher than 50c during the year, he forfeits his deposits which is charged to expenses. He can not withdraw any money until his deposits reach \$1.00 and not until a month after the

last deposit. You can readily see that fines etc. will add to the earnings with the 4% you get from the bank in which you deposit the money, will exceed 10% a year.

How School Boys make \$100 a week, and the toy business for the whole family. It is a well known fact that most of the toys consumed in the world are made in Germany by poor families during the long winter evenings. Boys and girls aided by the rest of the family can make as high as \$100 a week making toys. A small book sold by I. & M. Ottenheimer, Baltimore, Md., for 10c contain instructions for making toys at home. Popular Mechanics Magazine, Chicago, Ill., and Scientific American, New York, also have books on toy making which will teach you how to make toys at home. If German families can do it, we can.

Buy a Home and Make it Pay for Itself. In every city there are real estate firms selling homes on monthly payments. Everybody knows that, but how to pay for the house? Grow mushrooms in the cellars, raise rabbits and pigeons in the back yard. This will give you quite an income every month and requires very little attention on your part. By making candy which you sell to your neighbors you add to your income. Another way to add to your income is to make cheap laundry soap for the neighbors. They are to supply the drippings from their kitchen. Directions in another part of this book tells you how to make soap.

Mail Order Business for the Whole Family. A good sized family with a typewriter by working a few hours every night can establish a good mail order business selling books by mail, addressing envelopes, mailing circulars, collecting names, selling post cards, operating trust schemes, etc.

The \$1000.00 Plan. Have a thousand circulars printed describing a combination aluminum kitchen outfit. The companies selling these outfits can supply the circulars. You send one of these circulars to several of your friends or other with a letter explaining that if they buy this outfit from you at \$2.00 you will supply them with circulars by which they can sell the same outfit to their friends at \$2.00, keep \$1.00 and send you the other dollar for which you send the outfit to them. These outfits must not cost you over 60c. each. This way you get your customers to sell more goods for you.

There is a little boy in a country town making big money selling different household articles by mail. He has some attractive catalogues printed which he distributes among the people in his town and surrounding territory, when he gets an order he send it to the big mail order house who fill the orders direct.

Women can make extra money by putting up sandwiches and candy which they sell to stores. Others make dresses for dolls or babies, etc. School boys and girls can make good money selling ink, pencils, paper and other office supplies around offices, after school hours.

A good plan to make money by mail for women is given herewith. You can also copy and sell the plan for 50c.

HOW TO COLLECT AND SELL NAMES AND ADDRESSES!

There's big money in collecting, classifying and selling names and ad-

dresses to advertisers, publishers, manufacturers, etc., who are always anxious to secure fresh names for their mailing lists.

Names and addresses, unless properly classified are of little value to the firm who wants to increase its mailing list. For example "John Brown, Jonesville, Texas," would be of little value as it stands. It would probably be a waste of time and money to most advertisers. But if it is known that John Brown is in the habit of buying his supplies by mail or if he is a book lover who buys new books as published, then his name is valuable to the mail order supply houses and likewise the book publishers. If he is known to be interested in some hobby such as amateur photography, stamps, post cards, etc. dealers along these lines would want to get into communication with him. The reason is apparent that John Brown would become a possible customer of any concern selling something in which he was more or less interested.

As an example take a list of farmers' names. They would be valuable to any manufacturer of farm machinery, large mail order concern, or publisher of farm magazines. Lists of young married couples would sell to home furnishing houses, insurance companies, magazine and book publishers, etc. A list of young unmarried ladies would sell to manufacturers of ladies' garments, toilet preparations, perfumes, etc., as well as publishers of music, books and magazines. A list of married women would sell to many dealers and manufacturers—house furnishings canned goods, wearing apparel for women and children, etc. A list of men would sell to dealers in all lines of goods in which men are interested. A list of boys and girls would be in demand by premium houses, novelty dealers, young people's publications, etc. The names of real estate owners would sell to manufacturers of heating plants, bath room and toilet supplies, paints, roofing, etc.

There are many other classifications that are in constant demand, a few of which are agents, new mothers, real estate dealers, gardeners, musicians; lovers of flowers, poultrymen, doctors, automobile owners, etc.

We would advise you not to collect names of persons with chronic ailments. Such people need the services of a competent physician. There are plenty of other classes of people who may be benefited by being brought into communication with firms that can serve them to advantage.

You can get quite a list from observation if you live in a town. Get a big bundle of "exchanges" from your local newspaper office, and go over the personals and news items about persons at home and from other localities. You will find column after column of personals. In the item, "Mrs. John Smith, of Blankville, is spending the week with Mr. and Mrs. Ed. Green," you obtain three good names—two for your "married women" classification, and one for "married men." A concert given by local talent is given considerable space, and from this item also you obtain the names of twenty persons interested in music. To the uninitiated these paragraphs are of no value, but they can be turned into cash by anyone knowing how to classify and sell the names.

A good way to obtain lists is to send out a circular offering a ring or other inexpensive premium to persons sending you a list of persons from their neighborhood. Young people can always be found who will be glad to gather names for you. Explain in your circular that you want the names to send advertising matter to.

When you have enough names properly classified, offer them to firms you see advertised, asking from \$1.00 to \$3.50 per 500. Pick out advertisers you think would be interested.

Use printed letter heads and envelopes, and conduct the business in a business-like manner, and don't be afraid to hustle. All your letters should be written on a typewriter.

By using a copying device or carbon paper you can save lots of work, for of course you will sell the same lists to a number of different advertisers. Keep your lists up-to-date, and keep adding new names.

The same name will often appear under several different classifications. For instance a man might be a minister, a musician, enjoy flowers, read books, take pictures, collect post cards, and be married. Result—7 headings.

Raising canaries, dogs and cats is a very profitable work. The endless chain watch plan consists in getting 4 of your friends to buy a coupon for 50c. This coupon they send in and get a book with eight

25c. coupons; as soon as they sell these coupons and these parties send each 50c. for a new book, you send them a \$2.000 watch free. A woman is making \$100.00 a week operating a recipe club. Subscription 25c. a month. Each member must furnish at least 5 good recipes every month which are multigraphed or printed and distributed to other members. A prize is given to the best recipe every month. Another woman is making good money raffling off different articles for others, a kind of auctioneer, on commission. Hand addressing can be made to pay by getting others to help you. You get, say, \$3.00 a thousand and you distribute the work in small lots at 10c a hundred.

Part 4.

SYNDICATE MAGAZINES.

The Syndicate Magazine business is one of the most profitable branches of the publishing business and real gold mine if properly conducted. Just think that you have a hundred or more co-publishers working together to increase the circulation of your magazine, to secure advertisement, contributing articles, ideas, etc., and at the same time paying in advance for every copy they sell. If you have, say, a hundred co-publishers and each one of them takes only 500 copies, you have a circulation of 50,000 copies with all the expense of publishing paid in advance!

The price you make the co-publishers is about half of the retail price per copy. You allow them 50 per cent on all subscriptions they secure and all advertisements they bring in and also a certain percentage on all the books and other articles advertised in the magazine, for which you fill orders direct.

These magazines are printed all at the same time with the exception that the press must be stopped at intervals to change the title, which can be done very easily and without much delay by an experienced printer.

A well conducted syndicate magazine is not only a money making proposition but also a good advertising medium.

Part 5.

ELEMENTARY CHEMISTRY.

As Applied to the Manufacture of Proprietary Specialties.

Drop a lump of sugar in the water, the sugar will dissolve, the resulting mixture of water and sugar is called solution; we say that sugar is soluble in water and that water is a solvent for sugar. So, generally speaking, solution means dissolving solids in liquids.

Simple solution is when a solid is dissolved in a liquid but it can be separated again, like dissolving a solid in a liquid an entirely new substance is produced, as we can clearly see if we pour slowly some strong sulphuric acid into the above sugar solution.

The act of separating solids from liquids is called filtration and the medium through which the filtering is accomplished is called filter; filters are porous substances, like sand, powdered charcoal, porous paper, etc. Any druggist will supply filter paper very cheap and show you how to use it. The best way is to fold it in the shape of a funnel.

Another way of separating liquids from solids is by distillation;

the same process is used to separate liquids of different volatility, like alcohol and water.

All substances are composed of other substances called **elements** and out of these elements are built all **compounds** by compounding several of these elements by a force called chemical action, while a mixture is several elements held together by a physical force. In other words when, by uniting several elements a new substance is produced this called a compound. **Analysis** is the act of separating these compounds into their elements and **synthesis** is the act of making compounds from elements.

Percolation means extracting certain principles from solids, like roots, herbs, etc., by means of some liquid. Coffee making is percolating. The solid is dissolved in the liquid for a certain period and then filtered to separate the liquid which now contains some of the qualities of the solids in solution. **Maceration** is the act of soaking before percolating and **Infusion** is when the **Menstrum**, that is the liquid used, is boiling hot.

Emulsifying is the process of uniting an oily substance with water, through the use of a gummy substance, to form a milky fluid, soluble in water to a certain extent. Milk is a natural emulsion of fat and water. **Emulsifier** is the vessel where the emulsifying is done and resembles an egg beater.

LABORATORY EQUIPMENT.

The size and nature of a laboratory equipment depends on the nature of the line to be manufactured and the means of the manufacturer. For those starting in a small way, the usual kitchen utensils found in every home will be sufficient to begin, with the addition probably of a small drug scales, two or three graduates for liquids, a small mortar, a thermometer and a double boiler, like the one used for cooking oatmeal. Later on, a percolator may be added and also a small tablet machine. All these are only necessary for certain preparations. If you are starting in a small way, you can buy nearly all your equipment and also all your chemicals and drugs in small quantities from a wholesale druggist in your town. If your town is too small to have a wholesale druggist, don't lose your head and start writing to big manufacturers; find out the nearest town of 25,000 population and over and write to the Chamber of Commerce or even to the Mayor of this town to send you the address of the leading drug wholesaler in that town, enclose a stamped envelope for reply. This is the best way. Once you have the name of the wholesaler you can write to him for prices, etc. For very small quantities try the druggist in your town. Don't try to buy 5c. worth of some chemical from a manufacturer in a big city.

Part 6. FORMULAS.

RUB NOT washing compound. Nearly all the compounds advertised are made from Carbonate of Soda in its various forms, Sal Soda, Soda Ash, Soda Crystals, etc. Some mix it with a little soap powder of Fuller's Earth, others sell it plain. All washing powders and cleanser contain Soda Ash or Pear Ash. Rub Not is plain Soda Ash put up in boxes holding 8 oz. and sold for 20c. The tablet form is made either

by a tablet machine which compresses the powder and makes a tablet out of it or by adding water to the powder so a thick paste is made; spread this paste on a table to the thickness of half inch and cut with a round tin cutter, just like the one used by mother to cut the biscuits, but smaller. The Cake is nothing but paraffin wax which has a quantity of Lye. Dissolve the wax on the fire or in a double boiler and add a small quantity of powdered lye then pour on a marble on a pan and cut the desired size when they are cold. Instead of lye you may use sode ash or pearl ash or even borax. For using the best way is to dissolve a quantity of the RUB NOT in the water and soak the clothes in it over night or still better, dissolve the compound in the water by boiling, adding some laundry soap, then soak the clothes in it over night. In the morning rinse in several changes of water, wring and dry as usual. Or the clothes may be boiled in the water containing the soap and RUB NOT for about 20 minutes. Wash the colored clothes separately. Unless a large quantity of soap powder is contained in the compound, the usual amount of soap must be used with it.

MOTOR LIFE. The Tablets are made from Naphthaline compressed into tablets with a tablet machine. The liquid is 3 lbs. of Naphthaline dissolved in a gallon of denatured alcohol. The powder is Naphthaline colored in order to disguise it. Some mix camphor or paraffin wax with the naphthaline to disguise it, but this is not necessary. The tablets are 5 grains each and one tablet treats one gallon of gasoline, just drop into the tank and it will dissolve. Of the powder one teaspoonful for each 5 gallons of gas. Of the liquid one tablespoonful for each 5 gallons. Although the naphthaline is a good decarbonized and tends to increase the volatility of the gasoline and therefore to produce better combustion, most of the good results obtained from the use of all the gasoline intensifiers are due to certain carburetor adjustments. Here are some of the directions given by the manufacturer:

For Carburetors Having Needle Valve and Air Adjustment.

Screw down needle valve on carburetor until engine slackens speed and power; then give more air until power and speed returns, air costs nothing.

Having One Gasoline Adjustment.

Reduce flow of gas from half to one-third.

Having Stationary Spray Nozzles.

Plug up nozzle with solder and rebore hole about 4 points smaller and regulate by giving more air.

SPECIAL CAUTION.

Never interfere with the carburetor or springs of the automatic air inlet. **Simply reduce the flow of gas and use more air.** For instance, your engine may be heavily carbonized and the spark plugs foul, in which case you are likely to find that the first effect may be sluggishness of the engine and a tendency to choke on a heavy pull; it may also split and sputter. All you have to do is to cut down the gasoline and feed more air and accelerate your motor several times, the increasing power will drive out the loose carbon through the exhaust.

CORK IT. Water glass 1 lb. Glycerine 3 lbs. Mix and start adding strong acetic acid, a little at a time, until a jelly results, then stop and add 1 and a half pound more glycerine, mix well and put up in tubes holding half lb. Some tubes are made so they will screw on

the valve so, all you will have to do is to squeeze "Cork It" into the tire; but you may pump it with a tire pump. Another way of making "Cork It" is by dissolving gelatine in water and adding glycerine. Soak the gelatine over night, then strain and heat until liquid, then add twice as much glycerine. If too thick when cold, remelt and add more glycerine.

EGGOTINE. Corn starch 8 ozs.; Baking soda 8 ozs.; Cream of Tartar 5 ozs; Powdered Turmeric $\frac{1}{2}$ oz; Casein 3 ozs.; Powdered egg albumen 2 ozs. Mix well by shifting. Put up in cartons holding 0 ozs. and sell for 25c. Beat a level teaspoonful with a tablespoonful of hot water and use as one egg.

FLAVORING EXTRACTS. **(Alcoholic Liquid)**

VANILLA. Pure vanilla extract can be made only with alcohol. Those put up in collapsible tubes are compounds of vanillin and coumarin and can not be labeled vanilla.

Vanilla Beans, 5 lbs.; Water, 3 gallons; Alcohol (grain), 3 gallons. Chop the beans very fine and place in a wooden keg, pour the water over them (boiling hot) and let stand 24 hours, then add the alcohol and let stand four weeks more then strain through a fine cloth. Add a gallon of sugar syrup and let stand for another month. You may use the dregs to make a weaker extract which also can be called pure vanilla or may be made stronger by the addition of vanillin when it can not be called pure. To the dregs add one gallon of hot water, let stand over night then add a gallon of alcohol and let stand two weeks, strain and add a solution of half oz. coumarin and two ozs. vanillin dissolved in a qt. of alcohol, then add 5lbs. of sugar and let stand for two weeks.

Vanillin and Coumarin Compound Flavoring.

Vanillin 4 ozs. Coumarin 2 ozs.; prune juice 1 gallon; Alcohol half gallon; sugar coloring 1 dram; glycerin 1 pt. Dissolve the vanillin and coumarin in the alcohol overnight, then add the others and let stand for several days before using. Vanilla extracts are usually colored with burnt sugar.

Lemon. Oil of lemon, 8 ozs. Alcohol $\frac{1}{2}$ gallon; water distilled half gallon. Dissolve the oil in the alcohol then add the water, a little at a time shaking well, let stand overnight, then add one oz. of magnesia and filter through filter paper and if not clear let stand several days and filter again. Of course the more water you use the more cloudy it will be, the magnesia is used to clarify it.

Orange is made the same way, using orange oil instead of lemon. Also Lime and all the spice flavors are made by dissolving the oils in the alcohol then adding as much water as the solution will stand without clouding. By increasing or decreasing the quantity of oil, you make it stronger or weaker.

NON-ALCOHOLIC FLAVORS.

Vanilla Artificial. Heat one pound of glycerine, over a slow fire and add 1 oz. Vanillin and $\frac{1}{2}$ oz. coumarin and 1 oz. of burnt sugar, stir until dissolved, then add slowly one gallon of glucose, take off the fire and stir until cold. Pour into tubes holding one or two ozs.

Lemon and Orange. For making lemon, orange and other flavors

made from essential oils, an emulsifying powder is used; Powdered Gum Accacia 8 ozs. Powdered Tragacanth one pound, powdered sugar 8 ozs., Corn Starch 8 ozs., powdered Boric Acid 1 oz. Mix the powders well and keep in a dry place to use when needed. For making the lemon or orange, place 6 ozs. of the oil and 2 ozs. of the powder in an egg beater and beat until it begins to crackle, then add half a gallon of sugar syrup or glucose, a little at a time, until well mixed. All the spice flavors are made the same way but it is advisable to use more glucose as some spice oils are very strong.

Fruit Flavors. For making the so-called fruit flavors it will be necessary to buy the imitation fruit oils, sold by the different chemical companies and use them as you do lemon, etc. These you label artificial. Fruit Oils may be had from Magnus, Mabee & Reynard, 257 Pearl St., New York. Tubes from White Mfg. Co., 1006 Clinton St., Hoboken, N. J.

Dick's Orange Drink. Water, one gallon; Sugar, 10 lbs., Lime Juice 1 pt.; Glycerine half lb. Dissolve the sugar in the water by boiling, take off the fire and add 1 oz. orange oil, let cool and add the others. This syrup will make three times as much common syrup by the addition of sugar syrup and orange juice by the dealer or it can be used to make the orange drink thus: To each gallon of water add the juice of 5 big oranges and 8 ozs. of the above syrup. The syrup is colored a deep orange color by the use of pure food color.

TONELAC System Tonic. Powdered Gentian, 8 ozs.; Cincona Bark powdered, 1 lb. Licorice powdered, 4 ozs. Sarsaparilla powdered, 8 ozs. Rhubarb powdered, 4 ozs. Burdock Root 4 ozs. Senna Leaves 3 ozs. Place in an earthen vessel and pour one gallon of grain alcohol over them and let stand over night then add another gallon alcohol, let stand 24 hours, then strain through a percolator or a thick cloth and add: Extract of Kola 4 ozs. Glycerine 1 lb. Extract of Ginger 2 ozs. and 8 gallons of water. Let stand 24 hours and bottle without agitating. Put up in 8-oz. bottles and sell for \$1.00. Dose: a tablespoonful half an hour before meals.

RADIATOR CEMENT. Sandarac 1 lb. Mastic 1 lb. Wood alcohol half a gallon. Mix and dissolve. Put in bottles containing 8 ozs. and sell for \$1.00. Pour a little into the radiator as needed.

MORENA hair treatment. This is composed of a salve and a liquid. The salve: Melt 1 lb. vaseline in a double boiler, then take off the fire and add Sulphur 2 ozs. Salicylic Acid, 1 oz. Mix and stir until cold. Put up in 2-oz. cans. Liquid: Kerosene 1 gallon, resorsin 8 ozs. Beta naphthol $\frac{1}{2}$ oz. Oil of tar 1 oz. Tincture of cantharides 8 ozs. Tincture cincona compound 8 ozs. Capsicum tincture 1 oz. Mix well and add distilled water 2 gallons. Shake before using. Put up in 8-oz. bottles. Rub a small quantity of the liquid into the scalp morning and night, every day. Wash the hair with tar soap once a week and after drying well apply the salve to the roots of the hair and on retiring every night.

VAPOR RUB SALVE. Melt 5 lbs. of vaseline in a double boiler and add Juniper berry oil 2 ozs. Thymol crystals 2 ozs. Eucalyptol 2 ozs. Camphor crystals 5 ozs. Oil of peppermint 1 oz. Pine oil 1 oz. When melted take off the fire and stir well. Pour into jars while warm yet, covering the jars at once. Use as any salve of that kind.

CEDAR WAX AUTO POLISH. Heat 5 lbs. of cedar oil in a double boiler and add 4 ozs. of paraffin wax and when melted take off the fire and add 1 lb. turpentine. Put up in 8 oz. bottles and sell for \$1.00.

CHEWING GUM. Place in a double boiler half a lb. of chicle prime gum and when melted (about an hour) add 3 lbs. parachicle and 3 lbs. crude chicle Gum and melt all together, then add 2 lbs. of sugar and stir well until mixed, then take off the fire and put about 5 lbs. of sugar (powdered) on a table or marble, make a hole in the center and pour in it melted gums and proceed as you do when making bread, using the sugar to keep it from sticking to your hands. When cool enough to roll into a thin sheet, the size of an ordinary stick of chewing gum and cut with a knife to the desired size. Wrap in thin wax paper, then put 5 sticks together and wrap in a label. Before the batch is quite cool add an oz. of Peppermint or spearmint oil or any other flavoring desired.

PERFUMES IN POWDER AND CAKE FORM. Powder perfumes are nothing but powdered orris root with the addition of some essential oil. The oil is added to the powder and the whole rubbed together by passing through a sieve. It is put up in small envelopes and sell for 10c. and up. About 10 drops of the oil is used to each pound of the root. For violet use Oil of Oris Carnation, oil of cloves; Rose, oil of rose artificial, etc. For the cake form: Melt one lb. of paraffin wax in a double boiler and add the oil, then pour into moulds or pans to solidify. Cut the size of a 25c. piece or into cakes and wrap in wax paper.

MANICURE PREPARATIONS. Polish: Silica powder 1 oz. Prepared chalk 1 oz. Stanic oxide half an oz. Oil of Oris, 2 drops. Mix with enough rose water to make a thick paste and pour into moulds or direct into the boxes and let dry. **Bleaching liquid:** Tartaric Acid 1 oz. Rose water one pt. **Enamel:** Tin Oxide one dram; White Wax 2 drams; paraffin, 6 drams. Melt the waxes and add a little oil soluble red aniline to give it a pink color, take off the fire and add the oxide. **Cuticle Remover:** This is pure Salicylic Acid, put up in one dram bottles and it is applied with a wooden stick.

SOLDERING COMPOUND: Powdered Sulphur, 5 lbs; Borax, 1 dram; Aluminum Bronze Powder 4 ozs. Take a pan of any kind that will hold about a gallon, place the alumnum and borax first, then the sulphur and heat over a good fire, but be sure that the flames do not touch the sides or the whole will ignite. Have wet rags ready to throw over the pan if it ignites, do not throw water or the mixture is spoiled and must be thrown away. While heating stir with a rod of any kind and when melted (don't let get too hot), pour into the moulds with a spoon. Dust the moulds with alumnum to keep from sticking. The moulds are either from tin or cut out of wood and they are about 3 inches long, half wide and half deep. Sell for \$3.50 a gross sticks packed in saw dust.

KOKA KOLA Syrup. Sugar syrup one qt.; Burnt sugar 2 ozs. Fluid extract of Kola 1 oz. Elixir of Coca, 1 oz. Vanilla extract, a teaspoonful; extract of cinnamon 10 drops; citric acid solution, 1 oz. Mix and let stand 2 weeks before using. For larger quantities make accordingly. Use a wooden keg in aging.

CARBON SOLVENT. This is nothing but salt; it is tinted with a

little coloring and put up in one pound boxes. Dissolve a teaspoonful in a pint of water; have the engine hot and pour some of the solution slowly in the intake manifold or valves or in the auxiliary air valve while the engine is running.

EVEREADY TIRE PATCHES. Dissolve one lb. of unvulcanized rubber scraps in one qt. of benzine or you may use the common rubber cement sold everywhere. Now take some old inner tubes and cut them into round pieces the size of a silver dollar or even larger, apply the above cement on one side of the patches, let dry and repeat until 3 coats have been applied. To use clean the surface to be patched with gasoline then wet a patch with gasoline and apply.

LUMINOUS PAINTS. Cheap luminous paints can be made by mixing phosphorus with plain varnish. Luminous ink by mixing phosphorus with water. Good lasting luminous paints are made with calcium sulphide and a paint mill and much care in selecting and weighing out the quantities must be taken.

White Luminous Paint: Linseed oil (boiled) 3 ozs. Barium Sulphate 2 and three-quarters ozs.; White Zinc Sulphide, 6 ozs. Prepared Calcium Carbonate 3 ozs. Luminous Calcium Sulphide 18 ozs. Mix well and grind.

Red Paint. Boiled Linseed Oil, 30 ozs.; Luminous Calcium Sulphide, 15 ozs. Prepared Barium Sulphate, 4 ozs.; Prepared Madder Lake, 1 oz. Red Arsenic Sulphide, 3 ozs. Mix and grind.

Green Paint. Linseed oil 24 ozs. Prepared Barium Sulphate, 5 ozs.; Luminous Calcium Sulphide, 17 ozs.; Chromium Oxide Green, 4 ozs. Mix and grind.

SHAVE AID. Melt in a double boiler 1 lb. cocoa butter and add half oz. menthol crystals and when melted add 3 oz. of rose water, a little at a time, take off the fire and heat until cold. Put up in tubes of 4 ozs. Sell for 50c.

MIRACULOUS HAIR REMOVER: Barium Sulphide 3 ozs. Powdered Quicklime 3 ozs. Powdered Orris Root 3 ozs. Mix well by shifting. To use make a paste with a little of the powder and water and apply on the parts, let stand on 2 or 3 minutes and wash off. Put in 2-oz. boxes and sell for 50c. Keep in a dry place.

SOAP FLAKES. These are nothing but flaked soap with about 10% borax in it. To make the flakes in small quantities, run cakes of white soap on an inverted carpenter's plane. The soap must be very dry. Put up in 4-oz. boxes and sell for 15c.

BLACK-WHITE HAIR STRAIGHTENER. Lanolin 5 ozs. Cocoa butter 3 ozs. Yellow Wax, 3 ozs; Sesame Oil 5 ozs. Melt in a double boiler and mix well. Apply to the hair morning and evening. Wash the hair once a week with tar soap and rinse well.

BLACK-WHITE SKIN WHITENER. Yellow wax, 8 ozs. Vaseline 8 ozs. Cocoa Butter 2 ozs. Melt all together in a double boiler, take off fire and add a solution of 10 grains of corrosive sublimate in one oz. of alcohol, and pour into jars or cans while warm yet. To use, before retiring wash the face, neck and arms with a good soap and hot water, rinse well and dry; then apply the cream. In the morning wash off and apply some good powder or vanishing cream. Do this every day or at least every other day.

SILVERING FLUID. The parts to be silvered must be smooth and

free from grease. Clean with deluted nitric acid. Silver nitrate, 5 and half ozs.; ammonium chloride, 6 ozs. Sodium Hyposulphite, 10 ozs.; prepared chalk, 3 ozs. Water, gallon and a half. Apply with a brush and let dry on; if a thicker coat is wanted, apply again.

ANTIFREEZE. Chloride of Calcium 5 lbs.; Chloride of alumina, half lb. To use add 2 lbs. of this mixture to each gallon of water in the radiator. Put up in 5-lb. cartons and sell for \$1.00.

LUSTERITE. Boiled oil 1 lb. Benzine 1 qt. Mix. Apply to the body of the car with a sponge or soft cloth, running one way, let stand 10 minutes, then polish with a dry soft cloth. Put up in 8 ozs. bottles and sell for \$1.00.

NULIFE MOHAIR REVIVER. Yellow wax 4 ozs. Varnish 4 ozs. Oil of turpentine 1 lb. Melt the wax and add the oil, take off the fire and add the varnish. Apply with a brush.

SEMENTALL. Dissolve raw rubber in benzine, then add 8 ozs. of mastic which has been previously dissolved in 1 pt. of wood alcohol. Mix well.. Pour into the radiator, it will find the holes and stop them. Put up in 16-oz. bottles.

SELDEN'S AUTO SOAP. Water 10 gallons, soap flakes 5 lbs. Soda ash 2 lbs. Mix and boil. Sell by the barrel, pail or pound.

TIRE PLASTIC. This is a mixture of rubber cement and putty, kept in air tight containers. It is used to patch holes in tires. Another good plastic is made by mixing asbestos and rubber cement. Rubber cement is made by dissolving raw rubber in benzine.

SPEED NICKEL POLISH. Powdered soap 5 ozs. Water 1 pt. Jewelers' Rouge 5 ozs. Pearl ash 3 ozs. Mix all together and boil for a few minutes. Pour into cans holding 2 ozs. while warm yet. Sell for 25 cents.

PERFUMES AND TOILET WATERS. Making high grade perfumes from the raw material requires a large factory and stock and therefore a big capital. A man should not get into this business without practical experience and sufficient capital. We are giving here a few simple formulas for making simple extracts and toilet waters. **Violet:** Dissolve 1 dram of oil of Orris root in a qt. of Cologne spirits or white rose spirits (methyl alcohol) and add 5 drops of rose oil. This will make a strong extract which can be diluted by adding distilled water. **Rose:** Dissolve 1 dram of oil of rose artificial in a qt. of spirit. Dilute if too strong. **Lilac:** 1 dram of oil of lilac in a qt. of spirits. **Lavender:** Same as above, using oil of lavender. **Carnation:** Same as above using oil of cloves. The toilet waters are simply diluted extracts. Add water to the above perfumes.

TOILET SOAP: Take exactly 37 and a half pounds of tallow (free from salt) and melt it over a slow fire, to prevent overheating. Dissolve 5 lbs. of best caustic soda in 9 qts. of water and let it cool. Now take the lye and start pouring into the tallow which must be just warm enough to be liquid, pour in a thin stream crutching with a wooden paddle all the time. This process must last about 15 minutes; in other words you must regulate the flow of lye to last 15 minutes or the soap will separate again. As soon as it begins to thicken so that will retain a mark made with the finger, pour into a wooden box, lined with tin and so made that it can be taken apart or you may make the soap in this box, called frame. The soap must not be moved for 24 hours

or even longer and must be kept in a warm room. Then cut with piano wire to the desired size and lay on planks to dry for several days. The Manhattan Laboratories, 296 Broadway, New York, can furnish complete instructions to those wishing to go into the business on a larger scale. Their fee is \$25.00; so don't write them unless you mean business. The above directions will make good soap if followed closely. To make a perfumed soap, just before you stop crutching add five drops of oil of bitter almonds or oil of cloves or any other perfume.

CARPET CLEANER. Soda Ash 5 lbs. Powdered Soap, 5 lbs. Powdered soap bark 1 lb. Mix well and put up in 8-oz. boxes and sell for 25c. To use dissolve a small quantity of the powder in warm water and apply with a brush, working a small part of the carpet at a time; then wipe with a wet cloth, two or three times and finally wipe with a dry cloth.

POLYALL HAIR DRESSING. Distilled water, 1 gallon. Chlorophyl, 1 dram. Glycerine 8 ozs. Cologne water, 8 ozs. Mix well.

COLOR BACK HAIR RESTORER. Dissolve 1 oz. Acetate of Lead in 2 pts. of distilled water and add it to a solution of 4 ozs. of Sodium Hyposulphite in 2 pts. of distilled water, then add 4 ozs. glycerine. Apply twice a day until the desired shade is obtained.

GRAPEOLA. Syrup. Sugar syrup 1 gallon. Citric acid solution 1 oz. Foam Solution half oz. Grape flavoring 2 ozs. Grape Juice 4 ozs. Coloring 1 oz. Mix and let stand for a few days before using.

VITAMINE TABLETS. This is nothing but dried yeast pressed into 5 grain tablets. This yeast can be obtained from breweries or yeast manufacturers in bulk. Some manufacturers of tablets add a small quantity of Iron Iodide but we suggest that you make the tablets plain. Two or three dozen tablets in a carton sell for 50c. Take one dissolved in water, three times a day.

CONCENTRATED SOFT DRINKS. Strawberry. Sugar syrup, 1 gallon; Citric Acid solution 1 oz. Strawberry flavor 3 ozs. Coloring enough to give it a red color. Cherry. Made the same way with the exception of flavoring which is changed to cherry flavor. All the other fruit flavors are made the same way by using the respective flavor. Of this syrup one ounce is used for each 8-oz. glass of water either still or carbonated. The fruit flavors are obtained from dealers in flavorings extracts, given in the source of supplies, in another part of this book. Those intending to go into the business in a small way will receive all the assistance they need from the extract manufacturers, free of charge.

CLASSIFIED FORMULAS.

Toilet Preparations.

Parisian Cold Cream. Sweet Almond Oil, 8 ozs. Rose water 5 ozs. Bleached wax, 1 oz. Spermaceti, 1 oz.; Tincture of Benzoin, $\frac{1}{2}$ oz. Place the waxes and oil in a double boiler to melt; dissolve the borax in the rose water by heating and add to the melted waxes, a little at a time, stirring well; take off the fire and stir until cold; before it is quite cold add the benzoin. Put up in 2-oz. jars and sell for 50c.

Paloma Face Cream. Sweet almond oil, 1 lb. Paraffin wax 8 ozs. Tincture of benzoin $\frac{1}{2}$ oz. Oil of bitter almonds 10 drops. Mix in a double boiler and heat until creamy, then take off the fire and beat until cold.

B. & B. Vanishing Cream. Water, 1 qt. Glycerine, 1 pt. Stearic Acid, 6 ozs. Potassium Carbonate, 5 drams; bicarbonate of soda, 1 dram; oil of orris, 10 drops. Heat all together except the orris, for three hours, adding water from time to time to replace that lost by evaporation; take off the fire, add the orris and beat until cold.

Greaseless Massage Cream. Dissolve one oz. Potassium Carbonate and one quarter oz. baking soda in $\frac{1}{2}$ gallon of water by heating; place in a double boiler and add 2 pts. Glycerine, 12 ozs. stearic acid and heat for three hours then take off the fire, add 5 drops of oil of rose and beat until cold. You may color it pink by the addition of a few drops of liquid carmine, while beating.

HANUM TURKISH FACE CREAM. Dissolve one oz. potassium carbonate and $\frac{1}{4}$ oz. baking soda in $\frac{1}{2}$ gallon of water by heating; place in a double boiler until mixed then take off the fire and beat until cold. Add a few drops of perfume while beating.

Roma Massage Cream. Casein, 8 ozs. Boric acid, 1 oz. Rose water, 2 ozs. Benzoate of soda 1 oz. Oil of orris 5 drops; glycerine 2ozs.; liquid carmine just enough to give it a pink color. Mix well. If too thick add more glycerine.

Curling Liquid. Dissolve 3 ozs. of borax in 1 qt. of water by heating, add 1 dram of gum arabic and 3 ozs. of spirits camphor. Mix well. To use moisten the hair on retiring; it can also be used with twists.

Lemon Lotion. Milk of almonds, 1 pt. Glycerine, 8 ozs. Tincture of benzoin, $\frac{1}{2}$ oz.; lemon juice, 1 teaspoonful. Mix. Shake before using.

Snowdrop Face Bleach. Dissolve 1 oz. Epsom Salts in 1 pt. of rose water. Dissolve $\frac{1}{2}$ oz. of sulphate of zinc in 6 ozs. of Elder Flower water and mix the two solutions. Then add 1 oz. of boric acid. Let stand over night and filter. Apply on the face with a sponge and let dry on. Then go over the face with a soft, dry cloth.

Oriental Cream. White petrolatum, 1 lb.; paraffin wax, 3 ozs.; spermaceti, 1 oz.; Bismuth oxychloride, 2 ozs.; oil of rose geranium, 10 drops. Heat the first three and when melted take off and add the bismuth, stirring well and lastly the geranium.

Beauty Cake. Stearic acid, 1 lb; glycerine, 8 ozs.; paraffin wax, 1 lb.; oil of sweet almonds, 8 ozs. Place in a boiler and heat for about 30 minutes, take off the fire and beat until it begins to thicken; then pour into greased tin moulds the size of an ordinary cake of soap and let solidify. Use by rubbing on the face every night upon retiring.

Honey and Almond Cream. Almond milk, 5 ozs.; glycerine, 5 ozs.; boric acid, 5 ozs.; rose water, 1 qt. Mix and shake well before using. Put up in 4 oz. bottles and sell for 50c.

Cream de la Patee. Sweet almond oil, 20 ozs.; solution of soda, 2 pts. Heat in a double boiler and stir until emulsified. Now heat 5 ozs. glycerine and 5 ozs. boric acid until dissolved and add to the first solution; take off the fire and beat until cold.

Wrinkle Remover. Milk of almond, 1 pt.; aluminum sulphate, $1\frac{1}{2}$ ozs. Mix and shake before using. Apply with a sponge morning and night.

Lily Face Powder. Air float talcum, 8 ozs.; prepared chalk, 4 ozs.; oxide of zinc, 4 ozs.; magnesium carbonate, 1 oz.; stearic acid, $\frac{1}{2}$ oz.; alcohol, 2 ozs.; oil of orris, 10 drops. Mix alcohol, oil, and stearic acid

until dissolved and pour over the mixed powders and pass through a sieve several times.

Paulina Face Powder. Oxide of zinc, 1 lb.; rice starch, 2 lbs.; prepared chalk, 1 lb.; oil of rose, 10 drops. Mix and pass through a sieve.

Liquid Powder. Milk of almonds, 1 pt.; zinc of oxide, 1 oz.; precipitated chalk, 1 oz.; cologne spirits, 4 ozs.; rose water, 8 ozs. Mix well. Shake before using.

Theatrical Cold Cream. Paraffin oil, 2 lbs.; Lanolin, 2 ozs.; white of rose water; take the waxes off the fire and add the rose water a little at a time and beat until cold.

Talcum Powders. Talcum powders are nothing but powdered talcum sold by different jobbers at about 3c per lb. Some manufacturers add about 10% powdered boric acid for its antiseptic qualities. The perfume is mixed with a little of the powder and this is mixed with the rest by shifting. For violet add 10 drops of oil of orris to each pound of the talcum. For rose add 5 drops of rose water. For carnation add 5 drops of oil of cloves, etc. For coloring pink, add a few drops of liquid carmine to a small quantity of the powder and mix with the rest until the desired shade is obtained. There is good money in talcum as it costs so little. A good idea would be to sell it in bulk, in plain packages.

Rouge de Theatre. French chalk, 1 lb.; fine carmine, 2 ozs.; rose water, enough; tincture of benzoin, 2 ozs. Dissolve the benzoin and carmine in the rose water and mix enough rose water to the chalk to make a stiff paste which you pour into moulds to set.

Lip Salve. Oil of sweet almonds, 1 lb.; yellow wax, 2 ozs.; spermaceti, 2 ozs.; oil of rose, 5 drops. Mix and heat in a double boiler until melted. Pour into a jar while warm yet.

Lip Stick. Paraffin wax, 1 lb.; oil of almonds, 4 ozs.; liquid carmine, 1 oz. Melt and mix, then pour into moulds.

Eye-brow Stick. Made as above except that lamp black instead of carmine is used.

Mon Amour Deodorized. Cologne water, 10 ozs.; Hydrastic Hydrochloride, 6 ozs. Mix. Use twice each day.

Skin Bleach for Colored. Paraffin wax, 6 ozs.; white petrolatum, 1 lb.; 2% solution bichloride of mercury, 1 lb. Melt the waxes, take off the fire and add the heated solution a little at a time, stirring well until cold. Wash the face well and after drying apply the cream. Use before retiring.

Skin Bleach for Whites. Same as above using 1% solution of bichloride.

Freckle Ointment. Melt 5 ozs. of white petrolatum. Take off the fire and add 2 ozs. oxide of zinc and 4 ozs. of strong bichloride solution and beat until cold.

Pimple Ointment. White petrolatum, $\frac{1}{2}$ oz.; zinc oxide, 1 dram; resorcin, 20 grains; subnitrate of bismuth, $\frac{1}{2}$ dram; oil of cade, 25 drops. Melt the petrolatum in a double boiler, take off the fire and add the other ingredients and stir until cold.

Hair Dressing. Cocoa butter, 4 ozs.; white petrolatum, 8 ozs.; lanolin, 2 ozs.; oil of bergamot, 5 drops. Mix and heat in a double boiler then pour into 2 oz. cans and sell for 35c.

Liquid Shampoo. Green soap liquid, 1 lb.; borax, 2 ozs.; orange flower water, 2 pts. Melt the borax in the water by heating and add to the soap solution.

Dry Shampoo. Boil 2 ozs. of soap bark in 1 qt. of water for about 30 minutes. Strain and let cool, then add 8 ozs. of cologne water. To use make a foam on the hair and wipe with a dry towel.

Shampoo Hair Tonic. Liquid soap, 2 lbs.; tincture of cantharides, 2 drams; tincture of capsicum, 1 oz.; cologne water, 1 pt.; rose water, 6 ozs. Mix

Powder Shampoo. Powdered soap, 1 lb.; powdered borax, 2 ozs.; powdered capsicum, 1 dram; powdered cincona bark, 1 oz. Mix by shifting.

Cocoanut Oil Shampoo. Cocoanut oil, 5 lbs.; water, 1 gallon; caustic soda, 2 ozs. Dissolve the soda in the water, add to the oil and boil for 2 hours, adding water from time to time if it gets too thick. Take off the fire and add 1 qt. of glycerine and mix. When cool put up in bottles. If too thick when cold add more water.

Hair Softener. Sesame oil, 1 lb.; lanolin, 1 oz.; paraffin oil, 2 ozs. Melt all together and add 5 drops of oil of sandal.

Quinine Hair Tonic. Quinine sulphate, 1 oz.; cologne water, 1 gallon; tincture of cincona bark, 1 oz.; tincture of capsicum, 1 dram; glycerine, 1 pt.; oil of cloves, 5 drops.

Hair Restorer. Pyrogalic acid, $\frac{1}{2}$ oz.; water, 3 ozs.; cologne water, 1 lb. Mix and apply to the hair with a brush.

Hair Dye. Pyrogalic acid, 5 drams; alcohol, 10ozs.; cologne water, 5 ozs.; rose water, 5 ozs. Mix and use with a brush.

Hair Bleach. This is nothing but common peroxide mixed with about 10% ammonia water.

Violet Ammonia. Strong ammonia, 28% 1 pt.; water, 2 gallons; oil of orris, 25 drops.

Violet Witch Hazel. This is a common witch hazel with the addition of a few drops of oil of orris dissolved in alcohol.

Dandruff Cure. Tincture of cincona, 1 oz.; tincture of capsicum, 2 drams; borax, 2 ozs.; salt, 1 oz.; orange flower water, 1 pt.; cologne water, 1 pt. Mix all together and add 6 ozs. glycerine.

Camphor Ice. Sweet almond oil, 3 ozs.; spermaceti, 2 ozs.; camphor, 1 oz. Melt in a double boiler and pour into jars.

Brilliantine. Beef suet, 6 ozs.; paraffin wax, 4 ozs.; sesame oil, 1 pt. Melt in a double boiler and stir well for 5 minutes, then add 2 ozs. castor oil. Take off the fire and add 5 drops of rose oil.

Liquid Soap. Liquid soap is made by dissolving powdered soap in water by boiling and adding about 25% alcohol. To perfume, add a few drops of oil of bitter almonds.

Shaving Cream. Powdered castile soap, 5 ozs.; rose water, 8 ozs. Dissolve by heating. Now dissolve 1 oz. cocoa oil in 1 oz. oil of almonds by heating. Take both off the fire and mix the two solutions while hot; then add tincture of benzoin, 1 dram and 5 drops of oil of almonds (bitter) and add enough glycerine to bring it to the desired consistency and beat until cold.

Shaving Powder. Powdered castile soap, 1 lb.; powdered borax, 2 ozs.; almond bran, 1 oz. Mix by shifting.

Shaving Stick. Powdered castile soap, 1 lb.; rose water, 1 pt.; cocoa

butter, 2 ozs.; carbonate of soda, 1 oz. Heat all together for 30 minutes, take off the fire and add 4 ozs. glycerine and pour into the moulds.

Hair Remover. Powdered quick lime, 1 oz.; starch, 1 oz. Mix. To use make a paste and apply for about 5 minutes then wash off.

Glyco-thyme Wash. Distilled water, 2 qts.; thymol crystals, 10 grains; glycerine, 2 pts.; eucalyptol, 10 grains, menthol crystals, 10 grains, alcohol, 8 ozs.; powdered cudbear, $\frac{1}{2}$ oz. Dissolve the crystals in the alcohol and add to the others. Let stand 24 hours, add 1 qt. rose water and filter. To color it pink add a few drops of cochineal red.

Ruby Tooth Wash. Liquid soap, 2 ozs.; tincture of cincona, 1 oz.; salt, 1 dram; glycerine, 4 ozs.; rose water, 1 pt. Mix.

Tooth Powder. Prepared chalk, 4 ozs.; burnt alum, 8 ozs.; powdered cincona bark, 4 ozs.; powdered salt, 1 dram. Mix.

Tooth Paste. Soak 1 oz. of gelatine in water over night. In the morning strain and melt by heating. Now dissolve 2 ozs. powdered castile soap and 10 grains of saccharine in a pt. of water by boiling and mix the two solutions. Now heat 2 pts. of glycerine and add 2 drams menthol, 2 drams eucalyptol, 4 drams oil of wintergreen and liquid carmine, 5 drops. Mix the two liquids. Now to each pint of the liquid add 6 ozs. of prepared chalk and pour into the tubes. It will thicken in the tubes; if you want it thicker use more chalk.

Sachet Powder. Sachet powders are nothing but powdered orris root with the addition of some perfume. The perfume is mixed with a little of the powder and this mixed with the rest of the powder by shifting. For violet use oil of orris. For carnation, oil of cloves. For rose, oil of rose, etc. Use only a few drops of the oils to each pound of the powder. Put up in envelopes or silk bags.

Foot Ease. Salicylic acid, 1 oz.; boric acid, 3 ozs.; zinc oxide, 2 ozs. Mix and divide into powders of 1 dram each. Shake one powder into each shoe once a day. Put up 12 powders in a box and sell for 50c.

Corn Plaster. Yellow wax, 8 ozs.; Venice Turpentine, 1 oz.; balsam Peru, 1 oz.; vaseline, 2 ozs.; salicylic acid. Mix in a double boiler until dissolved; take off the fire and stir until cold. To make the plaster, take adhesive plaster, 3 inches long by $\frac{1}{2}$ inch wide and paint the center of it with the above mixture. Apply to the corn and let stay on for 2 or 3 days, then soak the foot in warm water and lift the corn.

Corn Liquid. Dissolve 2 ozs. Indian hemp in 10 ozs. alcohol; then dissolve 10 ozs. salicylic acid in 4 pts. of flexible collodin and mix the two solutions and add enough collodion to make up 2 gallons. For smaller quantities use in proportion. Paint the corn every night for two or three days and finally soak the foot in hot water and lift the corn.

Bust and Form Developer. External: Lanolin, $\frac{1}{2}$ oz.; olive oil, 2 ozs.; caustic potash, 1 dram; water, 1 oz.; stearic acid, $\frac{1}{2}$ oz. Dissolve the potash in the water and heat, then add the olive oil and heat until it thickens, then add the lanolin and stir well; then add the stearic acid in small pieces and continue to heat and stir until the acid is dissolved, then take off the fire and beat until cold. Use a double boiler for this purpose. Massage the breasts with this morning and evening, using

rotary motion but very gently and finish by stroking the breasts upwards several times. Internal: Calcium lactophosphate, 5½ grains; fluid extract galega 5½ minims; extract malt, 2 grains; tincture fennel, 3 minims; extract saw palmetto, ½ grain. Make into 2 capsules. Take one capsule three times a day after meals.

Shaving Lotion. Water distilled, 1 qt.; alum, 1 oz. Mix and dissolve, then add glycerine, 2 ozs.; tincture benzoin, 1 dram.

Bath Tablets. Borax, 3 lbs.; Tartaric acid, 1 lb.; sodium bicarbonate, 6 ozs.; oil of lavender, 1 dram. Mix and shift several times. To make the tablets add enough water to make a paste, roll on a table to the thickness of half an inch and cut with a round tin cutter the size of a five cent piece. Or if you have a tablet machine you can press the powder into tablets.

Bath Powders. The same as above in powder form.

Bath Liquid. Carbonate of soda, 8 oz.; water, 2 gallons; strong ammonia, 1 pt.; tartaric acid, 8ozs. Dissolve by heating, take off the fire and add the ammonia and 1 dram of lavender oil and bottle at once.

Eyebrowine. Lanolin, 2 ozs.; cocoa butter, ½ oz.; white wax, ½ oz. Melt all together in a double boiler; take off the fire and stir until cold. Use before retiring by rubbing gently with the finger on the eyebrow.

Pumice Soap Paste. Soap chips, 5 lbs.; water, 5 gallons. Dissolve by boiling, take off the fire and add 2 lbs. soda ash and 5 lbs. pumice stone powder and 1 oz. oil of citronella. Put up in ½lb. cans and sell for 25c.

Hand Soap Powder. Powdered soap, 5 lbs.; pumice soap powder, 1 lb.; borax, 1 lb. Mix well by shifting. Put up in 8 oz. cartons and sell for 25c.

Mechanic's Soap Paste. This is made as the paste mentioned above with the addition of a little bluing to give it a bluish color.

Chemical Solvent for Cleaning Hands. Turpentine, 1 pt.; ammonio water, 1 gallon. Mix. Use with soap and rinse with clear water.

Hand Softener. Almond meal, 1 lb.; glycerine, 4 ozs.; cocoa butter, 2 ozs.; tincture of benzoin, 1 dram. Mix the first three in a double boiler and heat for a few minutes, take off the fire and add the benzoin and stir until cold. Apply to the hands every night and go to sleep wearing some old gloves.

Hand Whitener. To make the hand whitener, mix some good cold cream with the above hand softener, about 50-50.

Depilatory Powder. Alcohol, 12 ozs.; iodine, ¾ oz.; oil of turpentine, 1½ ozs.; castor oil 2 ozs. Mix. Apply to the parts from which the hair is to be removed twice a day for several days, finally pulling the hairs out. This is the preparation sold at \$5.00 a small bottle.

Breath Pastilles. Place in a pan 5 lbs. of sugar, 5 lbs. glucose, 1 oz. cream of tartar and 1 qt. of water and boil until a drop will harden in cold water. Take off the fire and pour into a cooling pan and add 10 drops oil of rose, 10 drops oil of wintergreen and 10 drops oil of orange flower and work with the spatula until hard enough to cut into lozenges.

Remedies.

Tonelax. Water, 1 gallon; epsom salts, 8 ozs.; glycerine, 1 pt. Mix and dissolve. Now add 1 oz. tincture of cincona and 1 oz. extract of

gentian. Put up in 4 oz. bottles and sell for 50c. Dose: 1 teaspoonful three times a day, after meals.

Peplaxine. Water, 2 gallons; powdered sarsaparilla, 4 ozs.; powdered cincona bark, 4 ozs.; powdered licorice, 8 ozs.; sugar, 5 lbs. Boil the water, take off the fire and add the other, cover and let stand over night then strain and add 2 ozs. pepsin and 2 pts. glycerine. Dose: 1 tablespoonful three times a day.

Sal Hepatoine. Citrate of magnesia, 4 ozs.; epsom salts powdered, 4 ozs.; carbonate of soda, 4 ozs.; tartaric acid, 4 ozs.; cream of tartar, 4 ozs. The ingredients must be dry before mixing. To make sure dry them separately in a moderate oven for a few minutes. Mix and pass through a sieve several times. Dose: As a laxitive, 2 teaspoonfuls in a glass of water before breakfast. For indigestion, sour stomach, etc., one teaspoonful in a glass of warm water and repeat in an hour if not relieved. Put up in 6 oz., wide-mouthed jars, and sell for 35c.

Liver Regulator. Powdered rhubarb, 2 ozs.; powdered cinnamon, 1 oz.; powdered gentian, 8 ozs.; powdered ginger, 2 ozs.; powdered aloes, 2 ozs.; sodium bicarbonate, 1 oz. Dose: 1 teaspoonful of the powder in half a glass of water on retiring then continue to take a dose three times a day after meals.

Liver Tablets. These are the common U. S. P. pills sold by all wholesale druggists at about \$3.50 a thousand. Put up 24 in a box and sell for 25c. Dose: One after meals and on retiring until the liver is acting regular.

Malaria Tablets. These are the quinine laxative tablets put up by all wholesale druggists very cheap. Dose: One three times a day.

Sarsaparilla Tonic. Extract of sarsaparilla, 4 ozs.; extract of cascara, 1 oz.; distilled water, 1 gallon; alcohol, $\frac{1}{2}$ gallon; sugar syrup, 1 pt.; tincture of capsicum, 1 oz. Mix. Dose: 1 tablespoonful 3 times a day.

Queen Root Tonic. Powdered gentian, 10 ozs.; powdered queens root, 4 ozs.; powdered rhubarb, 4 ozs.; powdered aloes, 2 ozs.; powdered ginger 2 ozs.; baking soda, 2 ozs.; sugar, 1 lb. Mix well and put up in 4 oz. cartons. Dose: 1 teaspoonful 3 times a day.

Peruvian Tonic. Soak 1 lb. powdered peruvian bark and 8 ozs. powdered sarsaparilla in 1 qt. grain alcohol over night, then add one gallon of water and let stand 24 hours, then strain and add 1 qt. sugar syrup. Dose: 1 tablespoonful three times a day.

Catarrh and Hay Fever Remedy. Powdered acetanilid, 60 grains; sodium bicarbonate, 20 grains; caffeine citrated, 20 grains, quinine sulphate, 50 grains; powdered capsicum, 50 grains; aloin 18 grains. Mix well and put in No. 2 capsules. Take one every two hours until relieved.

Liver Medicine Liquid. Fluid extract of sascara, 8 ozs.; fluid extract of sena, 8 ozs.; capsicum, 1 dram; alcohol, 1 pt.; water, 1 pt. Dose: 1 teaspoonful in half glass of water at bedtime.

Indigestion Tablets. Bicarbonate of soda, 1 lb.; charcoal, 1 lb. Mix well and press into tablets of 5 grains each. Two tablets dissolved in water is the dose.

Catarrhal Vapor Jelly. Melt 1 lb. white petrolatum in a double boiler and add 1 dram of menthol crystals and 1 dram eucalyptol. Take off the fire and pour into 2 oz. jars.

Petrolatum. Lanolin, 8 ozs.; petrolatum, 8 ozs.; menthol crystals, 1 dram. Melt as above.

Sore Throat Treatment. Distilled water, 1 pt.; chlorate of potassium, 1 dram. Mix and gargle the throat twice a day.

Consumption Treatment. Fluid extract of horehound, 2 drams; simple syrup, 1 pt.; pine tar 2 drams; oil of eucalyptus, 1 oz. Dissolve the oils in the alcohol and mix with the others. Dose: 1 teaspoonful three times a day.

Cough Remedy. Horehound herb, 1 oz.; Mullein leaves, 1 oz.; boiling water, 2 pts. Pour the boiling water over the leaves, let stand for a few minutes and strain; then add 1 lb. sugar, and when dissolved add fluid extract sanguiria, 1½ drams; syrup of tar, 2 ozs.; honey, 4 ozs. Dose: 1 teaspoonful every two hours.

Cough Drops. Place in a boiler 5 lbs. of sugar, 5 lbs. glucose, water, 1 qt. and boil until will harden when dropped into cold water. Take off the fire and add 2 ozs. menthol crystals and pour into a cooling pan and work with the spatula until cool enough to cut into tablets.

Cascarella. Extract of cascara fluid, 4 ozs.; extract of Jamaica ginger, 4 ozs.; alcohol, 4 ozs.; water, 1 pt. Mix. Dose: 1 teaspoonful in glass of water.

Cascara Candy Tablets. Extract of cascara, 200 grains; extract of senna, 200 grains, sugar powdered, 5 lbs.; licorice powdered, 1 lb.; oil of peppermint, 1 oz.; cream of tartar, 1 lb.; powdered jalap, 1 lb. Mix with enough confection of senna to make a thick paste and roll on a table to the thickness of ¼ inch and cut with a round tin cutter the size of a 5c piece. Dose for adults: 1 tablet at bedtime.

Pile Ointment. Petrolatum, 1 lb.; phenol, ½ oz.; extract stramonium, 2 drams; powdered opium, 1 oz. Melt the petrolatum, take off the fire and add the others, mixing well. Put up in 2 oz. jars and sell for 60c. Apply as an ointment.

Pile Suppositories. Cocoa butter, 1 lb. Melt in a double boiler and add the above ingredients; then pour into moulds and when cold wrap in wax paper.

Laxative. Carbonate of soda, 1 oz.; tartaric acid, 1 oz.; cream of tartar, 2 ozs.; epsom salts, 2 ozs.; citrate of magnesia, 2 ozs. Mix well and keep in jars. Dose: 1 teaspoonful in a glass of water.

Wonder Liver Pills. Powdered socotrine aloes, 150 grains; powdered extract of licorice, 200 grains.; powdered capsicum, 50 grains; powdered rhubarb, 150 grains. Mix well and press into 5 grain tablets.

Little Crow Pills. These are common aloes pills sold by all wholesale druggists.

Chill Tonic. Powdered gentian, 1 lb.; powdered rhubarb, 4 ozs.; powdered aloes, 4 ozs.; powdered ginger, 2 ozs.; baking soda, 2 ozs.; powdered cinnamon, 2 ozs. sugar, 1 lb. Mix well. Dose: 1 teaspoonful in a glass of water.

Eczema Cure. Lanolin, 8 ozs.; burgundy pitch, ½ oz.; balsam of fir, 4 ozs.; pine tar, 2 ozs.; oil of sassafras, 20 drops. Melt in a double boiler and pour into jars.

Rheumatol. Salicylic acid, 200 grains, bicarbonate of soda, 200 grains; capsicum, 50 grains; wine of colchicum, 100 grains. Mix and make into 5 grain tablets. Dose: Three times a day and at bedtime.

Penetrating Liniment. Linseed oil raw, 2 qts.; oil of turpentine, 2

ozs.; tincture of capsicum, 1 oz.; oil of peppermint, 1 oz.; oil of origanum, 2 ozs.; camphorated oil, 8 ozs. Mix and put up in 8 oz. bottles and sell for 75s.

White Oil Liniment. Powdered castile soap, 4 ozs.; carbonate of ammonia, 4 ozs.; canphor, 4 ozs.; turpentine, 4 ozs.; ammonia water, 4 ozs.; water, 3 pts. Dissolve the soap in half of the water by heating; take off the fire and add the ammonia water. Rub up the camphor with the turpentine and add the warm solution a little at a time, stirring all the time until a creamy substance is formed; then add the rest of the cold water a little at a time, stirring well.

Oil Cathartic. Castor oil, 1 lb.; cinnamon oil, 10 drops; simple syrup, 4 ozs. Mix. Dose for adults, one tablespoonful.

Mineral Oil for Constipation. This is nothing but refined paraffin oil, sold by wholesale druggists for that purpose. Dose for adults, a tablespoonful three times a day and on retiring.

Headache Cure. Acetanilid, 2 grains; citrated caffeine, $\frac{1}{2}$ grain; camphor monobromated, $\frac{1}{2}$ grain. This is dose for one powder.

Pyorrhoea Cure. Clean the teeth then inject into the pockets with the following solution: Equal parts fluid extract ipecac and ammonium fluoride. Paint the gums with a solution made of equal parts of ipecac and iodine, once a week until cured.

Snake Oil. This is not snake oil but it was called thus by the inventor of this rheumatic remedy. Syrup of orange, 1 oz.; sodium salicylate, $\frac{1}{2}$ dram; extract eucalyptorium, 2 drams; fluid extract pacorandi, 1 dram; wine of colcium, 1 oz.; peppermint water, 6 ozs. Dose: 1 teaspoonful after meals.

Analgesic Liniment. Tincture of lobelia, 1 oz.; tincture capsicum, 1 oz.; tincture cinnamon, 2 ozs.; tincture prickly ash bark, 2 ozs.; tincture camphor, 3 ozs.; menthol, $\frac{1}{2}$ oz.; alcohol, 1 lb. Mix and shake until dissolved. Dose: Internal, 10 drops in a little water. Externally use as a liniment.

Fruit Salts. Carbonate of Soda, 2 ozs.; tartaric acid, 2 ozs.; cream of tartar, 2 ozs.; epsom salts, 2 ozs.; citrate of magnesia, 2 ozs. Dry separately then mix and keep in glass jars. Dose: 1 teaspoonful in glass of water as a laxative.

Toothache Drops. Chloroform, $\frac{1}{2}$ oz.; creosote, $\frac{1}{2}$ oz.; oil of cloves, $\frac{1}{2}$ oz.; oil of peppermint $\frac{1}{2}$ oz.; oil of camphor oz.; carbolic acid, $\frac{1}{2}$ oz. Mix all except the acid which you add last. Put up in 1 dram vials and sell for 10c.

Toothache Jelly. Melt in a double boiler 1 lb. vaseline and add 2 ozs. creosote and $\frac{1}{2}$ oz. chloroform.

Quantana. Salicylic acid, $\frac{1}{2}$ oz.; bicarbonate of soda, $\frac{1}{2}$ oz.; capsicum, 1 dram; wine of colchium, $\frac{1}{4}$ ozs. Mix and make 100 tablets. Dose: 1 tablet three times a day and at bedtime. For rheumatism.

Polycura. Melt 1 lb. vaseline in a double boiler and add 2 ozs. beeswax, one oz. sulphur, 2 ozs. oil of eucalyptus and oil of citronella, $\frac{1}{2}$ oz. Take off fire and add enough chlorophyl to give it a green color. Use as ointment.

Dermatine. Benzoated lard, 6 ozs.; stearine, 4 ozs.; carbolic acid, 12 drops. Melt the first two, take off the fire and add the carbolic and 1 oz. oil of tar. Good for skin diseases.

Cod Liver Oil Emulsion. Place in an emulsifier 1 lb. emulsifying powder and add 2 lbs. cod liver oil and beat until it crackles, then add 1 qt. of simple syrup, a little at a time. Dose; 1 tablespoonful three times a day.

Castor Oil Lax. Castor oil, 1 lb.; cinnamon oil, 1 dram. Add 8 ozs. emulsifying powder and beat until creamy then add 1 lb. simple syrup. Dose: 1 tablespoonful.

Stomach Bitters. Powdered cincona bark, 4 ozs.; powdered gentian, 2 ozs.; powdered orange peel, 6 ozs.; cinnamon, cloves and nutmeg powdered, 1 dram each; cayenne pepper, 1 dram, grain alcohol, 4 gallons. Macerate for two weeks then strain and add 8 gallons of water. Dose: 1 tablespoonful in a little water, or plain. To make it without alcohol, place the powders in the percolator and pour 8 gallons of water over them and to the percolate add 1 gallon of glycerine.

Earache Oil. Olive oil, 8 ozs.; eucalyptol, 1 dram; thymol, 1 dram; camphorated oil, 1 oz. Mix by heating.

Eye Wash. Distilled water, 1 pt.; boric acid, 1 dram. Mix and dissolve.

Nose Wash. Distilled water, 1 pt.; grain alcohol, 4 ozs.; thymol, $\frac{1}{2}$ dram; glycerine, 2 ozs.; menthol crystals, 1 dram. Dissolve thymol and menthol in the alcohol and mix with the others.

Treatment for Halitosis. Powdered charcoal, 1 lb.; bicarbonate of soda, 4 ozs.; cream of tartar, 2 ozs.; boric acid, 2 ozs.; red pepper, 1 dram. Mix and add enough confection of senna to make a paste and roll to the thickness of half an inch; then cut with a small tin cutter the size of a 5c piece. Take one three times a day. Some mild laxative may be taken with this treatment as halitosis is caused mainly by constipation. Wash the mouth every day with a good powder.

Obesity Treatment. Chloride of soda, 2 drams, phosphate of soda, 1 dram; carbonate of magnesia, $\frac{1}{2}$ dram; precipitated carbonate of iron, 15 grains. Mix and take a tablespoonful in a glass of water three times daily. Put up in 4 oz. glass jars.

Baldness Treatment. This is called 3-year treatment because it takes time to bring back the hair on a door knob. Don't get discouraged if you don't see hair covering your head the next morning. Lanolin, 1 lb.; vaseline, 8 ozs.; oil of tar, 1 oz.; tincture of capsicum, 1 oz.; quinine sulphate, 1 oz. Mix all together in a double boiler by heating. Put up in 2-oz. cans and sell for \$1.00. To use: Rub the scalp with the fingertips, using a little of the ointment, every night before retiring, for about 15 minutes. Rub the scalp gently but firmly to loosen the skin as much as possible; in the morning wipe the surplus grease off with a towel, but don't wash but once a week with some good tar soap. Continue this for at least 6 months as religiously as if your life depended on it. And if at the end of 6 months no improvement whatever is noticed then the roots are dead. If you see an improvement continue as long as necessary. Remember—Rub to loosen the scalp and bring the blood to it. That is all.

Treatment for Loss of Manhood. Remedies for this purpose do more harm than good. So we will not give you drugs but an advise. Take a good laxative or liver tonic for a while then stop and start taking cold baths, daily if possible. Mix plenty of red pepper with your meals or mix with water and drink it quick, three times a day. Eat plenty of

eggs and meat, fish, cheese, etc.

Prophylactic Liquid. This is the solution of permanganate of potasse sold by all druggists. Also a weak solution of bichlorate of mercury, which is colorless and not likely to color the clothes may be used. Wash the parts once in 24 hours.

Gonorrhoea Treatment. The common sandal oil capsules sold by all wholesale and retail druggists very cheap is the best treatment for acute gonorrhoea known. Take one three times a day after meals until the flow stops, then inject with solution of permanganate of potasse, twice daily, morning and night. Don't use both at the same time; start with the capsules first. That is all.

Kidney and Bladder Treatment. For chronic diseases of these organs a careful examination by a doctor is necessary, as cases vary in symptoms. For acute kidney troubles a dose or two of salts, followed by large quantities of water is the best treatment. Epsom salts is the the secret. Any kidney trouble that does not yield to salts calls for a doctor.

Kidney Drops. These are the U. S. P. kidney pills sold by all wholesale druggists in bulk. Put up 50 in a little wooden pill box and sell for 50c.

Blue Ointment. This is the Mercorial ointment sold by all wholesale druggists in bulk. It is cheaper and safer to buy it than make it.

Cardiacal Tonic. This is nothing but digitalis. A drop in a glass of water, three times a day. It is best to consult a doctor in cases like this. Where no doctor is available take a drop in a little water, three times a day, increasing the dose from day to day. Strychnine tablets, No. 60, may be taken instead; one after meals, or when heart palpitates. See the doctor in heart trouble.

..Pepsine. Simple syrup, 1 lb.; pepsin, 1 oz.; tincture of capsicum, 1 dram. Mix. Take a teaspoonful after meals.

Anti-Chill. Quinidine alcaloid, 6 drams, 24 grains; iron by hydrogen, 6 drams, 24 grains; bicarbonate soda, 1 oz.; podophylum resin, 8 grains; elixir of orange, 8 grains. Rub soda and resin in a mortar until well mixed and then add the quinidine and iron, mix well, and mix with the orange. Shake well before using. Dose: 1 teaspoonful three times a day before meals.

Household Specialties

Tomato Ketchup. Cut up 10 lbs. of ripe tomatoes, vinegar, 2 pts.; garlic, 2 small pieces chopped fine; cayenne pepper, 1 dram; salt, 2 ozs.; lemon juice, 5 ozs.; powdered cloves, 1 dram. Boil all together for a nhour and press through a collander and bottle while warm yet.

Table Sauce. Pimento, 2 ozs.; black pepper, 1 oz.; powdered cloves, 1 oz.; mustard, 8 ozs.; brown sugar, 3 lbs.; salt, 1 lb.; vinegar, 4 gallons. Mix and place on the fire and simmer for about 2 hours, then strain through a cloth and add enough burnt sugar to give it the desired dark color and bottle. Let stand for two weeks before using. You may keep it in a keg and it will improve with age.

Table Mustard. Mustard flour, 1 lb.; vinegar, 1 qt.; ground jamaica pepper, 1 dram. Boil the vinegar and pour over the mustard, add the pepper and let stand several days, well covered, bufore using. Add salt to suit the taste.

French Mustard. The same as above with the addition of 8 ozs.

sugar and a pinch of powdered cloves.

German Mustard. Laurel leaves, 4 ozs.; cinnamon, $\frac{1}{2}$ oz.; cardamom seed, 2 drams; sugar, 8 ozs.; vinegar, 1 qt. Heat in a double boiler for about an hour, strain and add enough mustard flour to make a thin paste. Let stand a week then bottle.

English Mustard. This is made by mixing mustard flour with vinegar and the addition of a little salt.

garlic, 1 oz.; red pepper, 1 dram; salt 2 ozs.; lemon juice, 5 ozs. Boil

Chili Sauce. Ripe tomatoes chopped fine, 5 lbs.; vinegar, 2 pts.; for an hour then force through a collander and bottle while warm yet and cork tight.

Salad Dressing. Mustard flour, 4 ozs.; juice of 1 lemon, and the yoke of two eggs. Beat for about 15 minutes and add 2 pts. of salad oil, a little at a time and continue to beat until thick; then add 1 pt. of vinegar a little at a time, beating all the time. This process must last at least an hour. For cheap salad dressing just mix mustard with vinegar and add oil and mix well.

Mayonnalse Dressing. Place the yokes of 4 eggs in a deep dish, add a little salt, some red pepper and the juice of one lemon and a tablespoonful of mustard flour and beat vigorously for about 10 minutes and start adding olive oil (or salad oil) a little at a time until 1 pt. has been added (this process must last 30 minutes), then begin to add vinegar, a little at a time until 1 pt. has been added (or even more if you feel that you can add more without separating), and keep on beating until stiff. Keep in the ice box. Of course you can not bottle this. This is the true French mayonnaise dressing.

Custard Pudding Powder. Arrowroot, 8 ozs.; best corn flour, 7 ozs.; powdered saffron, 10 grains; oil of bitter almonds, 24 drops; oil of nutmeg, 12 drops. Mix the powders well with the oils by rubbing between the hands and pass through a sieve. To use mix with enough water to make a thin paste and bake.

Chocolate Pudding Powder. Corn starch, 1 lb.; sugar, 2 lbs.; cocoa powder, 1 lb.; vanillin, 1 dram. Mix well. To use: Mix a quantity of the powder with enough cold water to make a thin cream and cook in a boiler; stirring while cooking; and when thick pour into moulds.

Grape Baking Powder. Cream of tartar, 2 lbs.; corn starch, 1 lb.; bicarbonate of soda, 1 lb. Dry the ingredients separately in a moderate oven before mixing.

Alum Baking Powder. Dried ammonia alum, 2 lbs.; starch, 2 lbs.; bicarbonate of soda, 2 lbs. Mix well by shifting.

Phosphate Baking Powder. Starch, $2\frac{1}{2}$ lbs.; bicarbonate of soda, 2 lbs.; acid calcium phosphate, 3 lbs. Mix by shifting.

Horseradish Sauce. Grated horseradish, 1 lb.; salt, 1 oz.; sugar, 2 ozs.; vinegar, 1 qt. Pour the vinegar, boiling hot, over the others, and let stand for a week; then bottle.

Ple Fillers. Lemon: Corn starch, 1 lb.; powdered gelatin, $\frac{1}{2}$ teaspoonful; powdered citric acid, 1 dram; dried orange peel powdered, 1 dram; oil of lemon, 10 drops; powdered turmeric, 1 dram, salt, 1 dram. Mix well by shifting. The oil is mixed with a small quantity of the powder and rubbed well between the hands; then mixed with the rest of the powder.

Cocoanut Cream. Corn starch, 1 lb.; powdered gelatin, 1 dram; granulated cocoanut, 1 oz.; vanillin, 1 dram; powdered turmeric, 1 dram. Mix by shifting.

Peanut Butter. Take a quantity of fresh roasted peanuts and pass through a fine meat grinder, then pass through the grinder again, adding a little olive oil and some salt before grinding the second time.

Ice Cream Powder. This is a mixture of powdered gelatin and corn starch, equal parts of each.

Jelly Powder. This is nothing but powdered gelatine colored and flavored with different food flavors. A little experiment will determine the amount of coloring and flavoring to use. Use pure food coloring with a little of the gelatine, rubbing together well; then mix with the rest of the powder. Put up in 4 oz. cartons and sell for 15c. A heaping teaspoonful will make a pint of jelly. Sugar is added by the housewife. In flavors like lemon, orange, strawberry, etc., add 1 oz. of citric acid powder to each lb. of the gelatine.

Sweeping Compound. To every hundred pounds of sawdust add 1 pt. of paraffin oil and mix well. If colored compound is desired add a little aniline color (oil soluble aniline) to the oil and also a little oil of citronella or sassafrass.

Carpet Cleaner. The best carpet cleaner is made by mixing equal quantities of soap powder and soda ash. Dissolve a little in warm water and brush the carpet, a square foot at a time, with it and wipe with a wet cloth, then with a damp cloth; finally wiping with a dry cloth. The addition of a little turpentine in the liquid will improve the cleaning qualities.

Metal Polish. The best metal polish and non-inflammable is made by dissolving a quantity of oxalic acid in water and adding a little tripoli. Inflammable is made thus: Nitro benzol, 1 oz.; kerosene, 2 pts.; oleic acid, 1 gallon; jewelerse rouge, 2 pounds. Mix. Instead of rough you may use tripoli or infusorial earth.

Sure Stick Stove Polish. Graphite, 1 lb.; powdered resin, 2 ozs.; mix. To use mix with a little water to make a thin paste and apply; when dry, polish.

Steve Cement. Clay, 3 ozs.; borax, 2 ozs.; manganese peroxide, 1 oz. Mix with water glass to make a paste.. Wait 24 hours before firing. Another easy cement can be made by mixing wood ashes and common salt with a little water to make a paste. Another is a mixture of pulverized iron, sold by druggists, and water glass made into a paste.

Roach and Ant Powder. Persian insect powder, 4 ozs.; powdered sulphur, 2 ozs.; borax, 4 ozs.; oil of eucalyptus, 1 dram. Mix well and pass through a sieve.

Insect Liquid. Benzine, 1 qt.; oil of eucalyptus, 2 ozs.; oil of capsicum, 1 dram; oil of origanum, 1 dram. Mix and spray.

Bed Bug Exterminator. Kerosene, 1 pt.; oil of eucalyptus, 2 ozs.; oil of tar, 1 dram. Mix.

Rat and Mice Exterminator. This is the well-known barium carbonate which is not poisonous to humans in small quantities. It is recommended by the government. Mix a little with the food, changing the bait every day. It is sold by wholesale druggists very cheap. They put it up in 4 oz. boxes and sell it for 25c. You can do the same. All poisonous ratkillers are either arsenic or strychnine.

Polishing Cloth. Mix one pound of oleic acid with enough prepared chalk to make a thin paste and dip in it square pieces of flannel about 10x10, then wring and let dry; then wrap in wax paper.

Dutch Cleanser. This is a mixture of equal parts of infusorial earth and soda ash.

Kitchen Kleanser. The same as above with the addition of a little soap powder.

Sticky Fly Paper. First size the paper by painting with varnish; leave a margin of one inch around the paper. Now dissolve 8 ozs. of rosin, 2 ozs. venice turpentine, 2 ozs. castor oil, and 2 ozs. sugar in a double boiler or on slow fire and apply over the varnish, which must be dry, with a brush, while warm. If it's too thick on drying, add more castor oil.

Metal Polish Powder. Tripoli, 1 lb.; calcined magnesia, 8 ozs.; prepared chalk, 2 lbs.

Furniture Polish. Turpentine, 1 pt.; cedar oil, 4 ozs.; ammonia water, 2 ozs.; amyl acetate, $\frac{1}{2}$ oz. Mix. Apply with a soft cloth or sponge, then polish with a dry cloth. Another: Benzine, 1 pt.; boiled linseed oil, 4 ozs.; cedar oil, 1 oz. Mix. Apply with a sponge and wait 30 minutes before polishing.

Stove Paste. Copperas, 8 ozs.; graphite, 8 ozs.; gas black, 1 oz. Mix with enough water to make a stiff paste. To use: Dilute with a little water and apply as usual.

Silver Cream Polish. Nitrobenzol, 1 dram; vaseline, 5 ozs. Mix in a double boiler and add 8 ozs. prepared chalk and 2 ozs. burnt harts-horn and mix well until creamy then take off the fire and stir until cold. A cheap silver cream is made by mixing soap and prepared chalk with water to make a thick cream, by heating. First dissolve the soap in the water by heating; then add enough chalk to make a cream.

Water Softener. This is nothing but soda ash or pearl ash, put up in 8 oz. boxes.

Distilled Vinegar. Distilled water, 25 gallons; acetic acid, 80% $\frac{1}{2}$ gallon; acetic ether, 2 ozs.; burnt sugar, 4 ozs.; sugar syrup or thick sweet cider, 1 qt. This can be labeled "distilled vinegar."

Cider Vinegar. Place in a keg 1 gallon good sweet cider, add 20 gallons of water and $\frac{1}{2}$ gallon of acetic acid 80%. Let stand two weeks and add 10 more gallons of water and let stand two more weeks and use. It gets stronger with age so more water may be added from time to time.

Icing Powders. This is the well-known confectioners' sugar. Is mixed with different colors and flavors to make the different kinds. Mix a little of the coloring with a little of the powder, add the flavor and mix with rest of the sugar. For strawberry use red color and strawberry flavor. For lemon use 20 drops of lemon oil to each pound of sugar and a little powder turmeric to give it yellow color. For chocolate add 4 ozs. of cocoa to each pound of sugar and flavor with vanilla. To use mix the powder with a little hot water to make a cream and use as icing.

Blue Flakes. This is nothing but flaked blue soap with the addition of borax.

Fire Extinguisher. Sodium chloride, 3 lbs.; powdered alum, 1 lb.;

sodium sulphate, 8 ozs.; sodium carbonate powder, 3 ozs. Mix and put up in cylindrical cans, so made as to hang from the top cover which is released as soon as the cylinder is pulled downward. Throw on the flame.

Laundry Tablets. This is nothing but soda ash. Mix with enough water to make a stiff paste and spread on a table to the thickness of half an inch and cut with a round tin cutter, similar to the one used for cutting biscuits. Put up 12 in a carton and sell for 20c.

Odorless Disinfectant. Ferric chloride, 4 parts; zinc chloride, 6 parts; aluminum chloride, 5 parts; manganese chloride, 3 parts; water, 60 parts. Parts can be ounces, pounds, etc. Use as any liquid disinfectant.

Silvering Mirrors. Solution 1: Silver nitrate, 175 grains; distilled water, 10 ozs. Solution 2: Nitrate of ammonia, 262 grains, distilled water, 10 ozs. Solution 3: Pure caustic potash, 1 oz. (avoir.; distilled water, 10 ozs. Solution 4: Pure sugar candy, $\frac{1}{2}$ oz.; distilled water, 5 ozs. Dissolve and add 50 grains tartaric acid, boil in a flask for 10 minutes and add 1 oz. alcohol and 10 ozs. distilled water. Have the glass clean; for this purpose use a mixture of prepared chalk and ammonia and apply with a clean piece of leather; then polish with a soft, clean cloth; then polish again with jewelers' rouge and a chamois skin. Never touch the glass with the hands after polishing. To silver: Take equal parts of solution 1 and 2 and mix together. In another glass mix equal parts of Nos. 3 and 4. Then mix both. Suspend the article to be silvered in the liquid, face downward. In the case of a large mirror, lay the glass on a table, perfectly level, and pour the liquid on the glass, as much as it can hold without running over and let stand several hours until all the silver is deposited on the glass. Drain and dry in the shade; then paint with a tar varnish.

China Cement. Casein, 1 lb.; water glass, 2 lbs. Mix and put up in tubes. Another in powder form is made thus: Casein, 1 lb.; plaster paris, 1 lb.; silica, 1 lb. To use mix with water to make a stiff paste.

Washing Wax Tablets. Melt in a double boiler 1 lb. paraffin wax and add enough soda ash to make a thin paste and pour into moulds or a tin pan and cut into square pieces when solid. Use in connection with soap in boiling clothes.

Mosquito Lotion. Oil of eucalyptus, 2 ozs.; alcohol, 8 ozs.; glycerine, 8 ozs. Dissolve the oil in the alcohol, then add the glycerine. Apply to the exposed parts of the body and wash off in the morning.

Panama and Straw Hat Cleaner. Bicarbonate of soda, 1 oz.; oxalic acid, 3 ozs. Mix. To use, dissolve in a little water and apply, brushing well. Wipe off the dirt with a wet cloth, apply some of the cleansing liquid again and wipe again. Dry without rinsing.

Aquarium Cement. Plaster of paris, 20 ozs.; manganese borates, 1 oz.; powdered rosin, 70 ozs.; litharge, 20 parts; fine white sand, 20 ozs. Mix the above and add enough boiled linseed oil to make a paste.

Orange Dew Syrup. Sugar syrup, 1 gallon; citric acid solution, 1 oz.; orange extract, 2 ozs.; foam solution, 1 oz. Use 1 oz. to a glass of water.

Blood Wine Syrup. Sugar syrup, 1 gallon; oil of bitter almonds, 2

days then add enough cherry coloring to give it a deep red color. drops; wild cherry flavor, 2 ozs.; clove oil, 3 drops; pure vanilla extract, 20 drops; citric acid solution, 1 oz. Mix and let stand for 10 One ounce to a glass of water.

Cherry Kola Syrup. Sugar syrup, 1 gallon; kola extract, 1 oz.; elixir of cocoa, 1 oz.; vanilla extract, 1 oz.; burnt sugar, 4 ozs.; wild cherry extract, 1 oz.; cherry coloring, 1 oz.; citric acid solution, 1 oz. Mix and let stand two weeks before using.

Solidified Alcohol. Place 1 pt. wood or denatured alcohol in a double boiler and bring to about 60 deg., then add 10 ozs. powdered soap and $\frac{1}{2}$ oz. gum lac and stir well until dissolved. Pour into cans while warm yet.

Mixed pickles. The pickling vinegar is made thus: To each gallon of vinegar, 3 ozs. bruised ginger, 3 ozs. mustard, 4 ozs. salt, 2 ozs. mustard seed, 1 oz. turmeric, 1 dram red pepper, 1 oz laurel leaves. Let stand for a month, mixing well every morning with a wooden spoon, then strain and add cauliflowers, small onions, cucumbers and other vegetables in season and tie well the jar. The pickles will be ready in about 3 months.

Floor Wax. Yellow wax, 5 ozs.; stearine, 1 lb.; oil of turpentine, 3 lbs. Heat the turpentine with caution so it will not ignite and melt the wax in it, take off the fire and stir until nearly cold then pour into cans.

Rust Spot Remover. Cream of tartar, 1 lb.; oxalic acid, $\frac{1}{2}$ lb. Mix and keep in well-corked jars. To use moisten the spot and place some of the powder on it for half an hour; then wash thoroughly.

Walnut Ketchup. Crush 1 lb. walnut meat and add 1 oz. black pepper, 1 oz. ground nutmeg, 1 dram ground cloves,, $\frac{1}{2}$ oz. ground ginger, and boil the whole in 2 qts. vinegar for 30 minutes. Let stand for a week and strain.

Dry Cleaner, Non-Inflammable. Tincture of coap bark, 4 ozs.; strong ammonia, 8 ozs.; water 18 ozs. Mix. To use: Brush the spot with a brush and wipe with a damp cloth or sponge.

Black Shoe Polish. Molasses, 5 lbs.; bone black, 5 lbs.; sulphuric acid, 2 lbs.; caustic soda, 2 lbs.; Fisk oil, 10 lbs. Mix the molasses with the bone black and add the acid slowly. Let stand until it stops foaming, stirring occasionally. Now dissolve the soda in a little water, add the oil until saponified. Now add the first mixture to the soap, a little at a time, stirring constantly until it becomes creamy; if necessary, add a little water or vinegar. Pour into the cans.

Combination Shoe Polish. This is the polish sold as 3 in 1 and in the different shades. It is made the same way only the coloring is different and sometimes there is no coloring. Beeswax, 1 lb.; ceresin, 1 lb.; carnauba wax, 6 ozs.; turpentine, 3 pts.; yellow soap, 6 ozs. Shave the soap and dissolve in as little water as it is possible, by heating. Now melt the first three ingredients and the turpentine and stir well and add the dye and finally the soap solution, a little at a time and stir well until it begins to look creamy, and pour into cans. The amount of dye is up to you; for tan use yellow aniline, for red use red and so on. By using more or less turpentine you make it as thick or as thin as you wish.

Grease, Paint, and Spot Remover. Castile soap powder, 1 lb.; tincture of quillaia, 2 ozs.; ether, 2 ozs.; strong ammonia, 1 oz.; benzine, 10 ozs.; water, 1 pt. Melt the soap in the water by boiling, take off the fire and let cool; then add the other ingredients and mix well. Place a small quantity of the paste on the spot and rub well with a flannel or brush, then wash well.

Hectograph and Ink. Gelatine, 4 ozs.; water, 8 ozs.; glycerine, 8 ozs.; dextrine, 2 ozs. Melt the gelatine in the water in a double boiler, dissolve dextrine in the glycerine and add to the first and continue to heat until well mixed, then pour into pans to the depth of about 1 inch. Ink: Violet aniline, 1 dram; powdered gum arabic, $\frac{1}{2}$ dram; alcohol, $\frac{1}{4}$ oz.; water, $\frac{1}{2}$ oz. Dissolve the gum in the water, add the alcohol then the aniline. You can also use the duplicating ribbons on the typewriter.

Black Ink. Dissolve 1 oz. black aniline in 2 pts. water. Now dissolve $\frac{1}{2}$ oz. gum arabic in 8 ozs. of cold water and mix the two solutions, then add 10 drops carboric acid or salicylic acid.

Blue Ink. Made as above, using blue aniline instead of black.

Blue-Black Ink. Bruised galls, 3 ozs.; iron sulphate, 1 oz.; gum arabic, 1 oz.; water, 20 ozs.; indigo carmine, $\frac{1}{2}$. Put in a bottle and keep for 15 days, shaking occasionally. Strain and it is ready for use.

Red Ink. Red ink is made the same way as black, using red aniline.

Ink Eradicator. Solution 1: Citric acid, 1 oz.; borax, 2 ozs.; distilled water, 1 pt. Solution 2: Calcium chloride, 3 ozs.; borax, 2 ozs.; water, 1 pt. Wet the spot with the first solution, blot, then apply the second, then apply the first again and blot.

Invisible Ink. This is also called sympathetic ink. Dissolve 1 oz. of hydrochlorate of ammonia in 7 ozs. of water and write with a pen. By heating over a hot stove the writing appears. Or you may write with lemon or onion or cabbage juice.

Disappearing Ink. Mix 1 oz. tincture of iodine with half teaspoonful of starch and strain. The writing will disappear in a day or so.

Ink Powders. Dextrine, 3 ozs.; aniline, 2 ozs. Mix. By using different colors of water soluble aniline you have different colors of ink. To use dissolve in water.

Ink Table. Boil 1 oz. seedlac with $\frac{1}{4}$ oz. borax in 1 pt. water until dissolved. Now take 5 lbs. finest gas black and wash it with a solution of caustic soda, rinse several times with clear water and dry. Mix enough of the lampblack with the above solution to make a stiff paste and roll on a table to the thickness of $\frac{1}{4}$ inch and cut into tablets the size of a 5c piece. To use: Dissolve in a little water. Another form of ink tablets is made by mixing dextrine and aniline with water to make a thick paste and make the tablets as above.

India Ink. India ink is made with gas black as stated above only instead of drying you mix with enough grain alcohol to make a thin ink.

Acid-Proof Ink. Acid-proof ink is the same as india ink. All carbon inks are acid-proof. The addition of a little iron sulphate will render any ink acid-proof.

Check Protector Ink. Finest gas black, 1 oz.; caustic soda, 1 oz.; aniline black, 1 oz.; gum arabic, 1 oz.; water, enough. Dissolve the soda in 8 ozs. of water, add the gas black and stir well for a few min-

utes, let stand until the gas black is deposited to the bottom, pour off the water, add fresh water, pour off again until all traces of soda are gone, then add the other ingredients and enough water to make a thick ink. This for writing with the pen. Check protector inks to be used in a machine are printers' inks diluted with boiled oil.

Rubber Stamp Ink. Aniline (any color), 1 oz.; boiling water, 8 ozs.; hot glycerine, 8 ozs.; Mix well and let stand 24 hours before using.

Typewriter Ribbon Ink. Glycerine, 4 ozs.; soap shavings, 1 oz.; water, 12 ozs.; grain alcohol 94%, 24 ozs.; aniline, any color desired, about 1 dram. Mix the water and glycerine, place on the fire and dissolve the soap in it. Take off the fire, dissolve the color in the alcohol and mix the two solutions. The ribbon is saturated with the ink, then passed through two cylinders to squeeze the surplus ink out and partially dried.

Mucilage. Brown dextrine, 1 lb.; gum arabic, 4 ozs.; acetic acid, 4 ozs.; alcohol, 4 ozs.; water, 1 qt. Dissolve the dextrine in the water by boiling, strain and add the acetic acid and let cool, then add the alcohol.

Office Glue. Fish glue, 1 lb.; acetic acid, 1 oz.; water, 2 qts. Melt the glue in the water by boiling, add 8 ozs. sugar, take off and add the acid, let cool and add 8 ozs. alcohol.

Office Paste. White dextrine, 1 lb.; water, enough to make a stiff paste and add 1 oz. salicylic acid or benzoate of soda.

Dry Office Paste. Wheat flour, 1 lb.; caustic soda powder, 2 ozs.; boric acid, 1 oz. Mix well and put up in 2 and 4 oz. cartons. To use mix with water to make a thin paste, stir well and let stand for a few hours before using. Make it thin, as it will thicken in a few hours.

Library Paste. White dextrine, 1 lb.; powdered tragacanth, 2 lbs.; wheat flour, 6 lbs.; alum, 2 ozs.; boric acid, 2 ozs.; oil of cloves, 20 drops. To each pound of this powder add 4 pts. of boiling water and half a pound of glycerine and stir well until dissolved.

Gold and Silver Paints. These are nothing but the aluminum and bronze powders mixed with the so-called banana oil. Banana oil is made thus: Equal parts amyl acetate and benzine, then add a little powdered pyroxilin to give it body.

Postage Stamp Gum. Dextrine, 40 ozs.; water, distilled, 40 ozs. Mix and dissolve. Now dissolve 2 ozs. glucose in 20 ozs. distilled water, add 1 oz. aluminum sulphate and mix with the other solution until it gets clear.

Sealing Wax. Rosin, 8 ozs.; rosin turpentine, 1 oz.; bleached shellac, 5 ozs.; German vermilion, 1¼ ozs.; heavy spar, 10 ozs.; light spar, 5 ozs.; oil of turpentine, 1 oz. Place in an iron pot and melt on a slow fire. When melted pour into tin moulds of any desired size and shape. It is best to oil the moulds before pouring in the wax.

Brass Lacquer. Seed lac, 4 ozs.; dragons blood, 4 ozs.; annato, 4 ozs.; saffron, 1 oz.; gamboge, 4 ozs.; alcohol, 98%, 1 gallon. Use with a brush.

Linoleum Cleanser. Beeswax, 5 ozs.; oil of turpentine, 11 ozs.; varnish, 5 ozs. Melt the wax over a slow fire, take off the fire and add the turpentine, a little at a time, then add the varnish and mix well. To use: Clean the linoleum with soap and water, or, still better, with milk and water and after wiping dry, apply the above cleanser

with a soft cloth and polish with a clean cloth.

Laundry Bluing Liquid. Dissolve 4 lbs. of indigo carmine and 1½ lbs. gum arabic in 5 gallons of boiling water. Cheaper liquid is made thus: 5 lbs. of Prussian blue and 2 lbs. oxalic acid in 10 gallons of boiling water. Powder is nothing but ultramarine blue. Tablets: Soda ash, 8 ozs.; ultramarine, 1 lb.; glucose, 2 ozs.; dextrine, ½ oz. Mix and add enough water to make a thick paste, roll on a table to the thickness of ½ inch and cut with a round tin cutter the size of a 5c piece. To put up these different forms of bluing it will be well to observe how the other fellow is doing it, ubt purchasing some of his product, and try to improve on his method.

Gloss Starch. Stearine, 1 lb.; paraffin, 1 lb.; white wax, 8 ozs.; borax, 4 ozs. Melt the waxes in a double boiler and take off the fire and add the borax a little at a time, stirring well. Pour into the pan to a depth of ¼ inch and when cool cut with a round tin cutter the size of a 5c piece. One tablet to each 3 pts. of boiling starch.

Marble Cleaner. Oxalic acid is the best to bleach discolored marble. Another one is made thus: Mix equal parts of caustic soda powder and silex. To use mix with water and brush well then rinse with clear water.

Black Shoe Dressing. Wood alcohol, 1 lb.; finest gas black, 1 oz.; shellac, 3 ozs. Mix and let stand overnight before using. Apply with a brush and let dry. This is generally put up in 4 oz., wide mouthed bottles with a small sponge attached to the crok by means of a wire.

White Shoe Dressing. Zinc oxide, 2 ozs.; bleached shellac, 3 ozs.; borax, 1 oz.; sugar, 2 ozs.; glycerine, 1 oz.; boiling water 10 ozs.; pipe clay, 3 ozs.; Dissolve the borax in the water and add the shellac and boil until the shellac is dissolved, take off the fire and add the sugar and glycerine and finally add the pipe clay and stir well then add the zinc.

Rubber Reviver. This is a solution of ammonia water. Dip the rubber in it and let stand for 48 hours.

Moisture Preventative for Glass. Glycerine, 4 ozs.; wood alcohol, 4 ozs.; oleic acid acid, 2 ozs. Mix the alcohol with the acid and add the glycerine.

Picture transferring Compound. Soap powder, 1 oz.; water, 1 pt. Mix and dissolve by boiling, take off the fire and add 1 pt. turpentine and a few drops of red aniline to give it a pink color.

Gape Cure. Powdered camphor, 4 drams; peroxide of iron, 8 drams; powdered fenugreek, 1 oz.; powdered licorice, 3½ ozs. Mix well. Directions: Two teaspoonfuls for each dozen birds, mixed with the food.

Hog Cholera Remedy. Baking soda, 1 lb.; ginger, powdered, 1 lb.; gentian, powdered, 1 lb.; sodium nitrate, ½ lb.; chalk, 4 lbs. Mix well and give a teaspoonful twice a day as a preventative and 1 teaspoonful three times a day as cure. Mix with the food.

Mange Cure. Salicylic acid, ½ oz.; sublimed sulphur, 3 ozs.; pine tar, 3 ozs.; mercurius iodide (yellow), 10 grams; washed coal tar, 3 ozs.; sturgeon oil, 22 ozs. Mix well and put up in bottles. Apply three times a day.

Gall Remedy. Dissolve 1 oz. of alum in 1 qt. of witch hazel. Apply with a soft sponge, 3 times a day. In powder form: Simply mix a

little red ochre to disguise it and put up in envelopes containing $\frac{1}{2}$ oz., the envelope to be dissolved in 1 pt. of water.

Croup Cure. Potassium chlorate, 2 ozs.; cubebs, 2 ozs.; anise, 1 oz.; licorice root, 2 ozs. Reduce all to powder and mix well. Directions: One teaspoonful for 60 hens mixed with the food.

Pharaoh Serpent Eggs. Potassium bichromate, 2 ozs.; potassium nitrate, 1 oz.; white powdered sugar, 2 ozs. Mix the powdered ingredients and press into small pills, the size of a pea, if you cannot press wrap in tinfoil.

Paper Barometers. Make a small doll or any other object with paper and immerse in the following mixture: Cobalt chloride, 1 oz.; gelatine, 10 ozs.; water, 1 gallon. This will give the paper a pink color which turns blue in dry weather.

Colored Lights. Red: Nitrate of strontia, 25 ozs.; chlorate of potash, 15 ozs.; sulphur, 13 ozs.; black sulphite of antimony, 4 ozs.; mastic, 1 oz. Mix the powdered ingredients thoroughly. Green: Chlorate of baryta, 2 ozs.; nitrate of abryta, 3 ozs.; sulphur, 1 oz. Mix as above. Blue: Niter, 8 ozs.; sulphate of copper, 4 ozs.; sulphur, 2 ozs. mix as above.

Bottled Light. Fill a small bottle with hot olive oil and add a small piece of phosphorus. Cork tight. If the light gets dim, open the cork once in a while to give it oxygen.

Iceless Ice. Place the articles to be frozen or kept cool in an earthen jar, place this jar in another larger jar so as to leave a space between the two jars and at the bottom. This space you fill with the following mixture: Sal ammoniac, 10 ozs.; saltpetre, 10 ozs.; glauber salts, 1 lb. Mix in a quart of water and use immediately. Cover both jars until the cream is frozen or as long as you want the articles to be kept cool.

Iceless Refrigerators. On top of the ice chest or where the ice should be place an earthen jar containing the above-given freezing mixture. The jar must be well covered.

Magnetic Cloth for Rheumatism. Sulphuric acid, 4 ozs.; nitric acid, 12 ozs. Take pieces of flannel about 10x10 inches and soak in the mixture for two hours, then take out with a wooden stick (the acid would burn your hands) and rinse in clear water several times, then dip in a solution of baking soda and water and rinse again, wring and dry. Put in envelopes and sell for 25c. Rub the affected parts for 10 minutes.

Silver Plating Powder. This is nothing but the mercurial salt sold by all druggists. Different articles, like coins, etc., are rubbed with the powder and take up alustre like silver which lasts for several hours.

Wax Flours. Pure beeswax, 8 ozs.; spermaceti, 2 ozs.; white venice turpentine, 2 ozs. Melt all together and dip the flowers in, while warm. By coloring the leaves and flowers in their natural colors before dipping in, the effect will be even prettier.

S-ki-Mo Ples. Take a bar of brick ice cream and dip it in melted chocolate, then place in the refrigerator at once. Have a piece of wire with which to hold the cream.

Koko-Kola Syrup. Sugar syrup, 1 qt.. Fluid extract of Kola, 1 oz.; elixir of cocoa, 1 oz.; extract of vanilla, 1 dram.; essence of cin-

namon, 1 dram; essence of rose, 5 drops; citric acid solution, 1 oz.; sugar coloring, 2 ozs. Mix well and let stand for a week or ten days. Better results are obtained if you make it in larger quantities and keep it in a keg. An old coco-cola keg or even a whiskey barrel. The sugar syrup is made by dissolving 10 lbs. of granulated sugar in a gallon of boiling water.

Yellow Rock Gingerale. Sugar syrup, 1 gallon; extract of Jamaica ginger, 2 ozs.; tincture of capsicum, 1 dram; tartaric acid, 1 oz.; burnt sugar, 1 oz.; foam solution, 1 oz. Mix. This is 1 oz. syrup.

Simplified Cut Making. Take a piece of zinc the size of the picture of which you want to make a cut and polish with a very fine emery paper; then with wet emery flour and a clean rag. Be careful not to touch with your fingers. Place in a saucer a little water to which you add some nitric acid; in this you dip the picture (if it is a newspaper clipping), and place the wet paper on the polished surface of the zinc and clamp down tight, either in a letter file or between two wooden blocks. In about an hour the picture will have been transferred to the zinc. Now take a little printers' ink and thin down with some oil of wintergreen so you can write with a pen and trace the lines of the picture with this ink. Be careful not to overflow the pen point. Now place a couple of ounces of dragons blood in a cigar box, place the zinc in it, face up, and manipulate so as to get the dragons blood over the surface of the zinc. Remove and jar off the loose powder, brushing well with a soft hair brush. Paint the back and about one-sixteenth of an inch around the edges of the top with asphaltum varnish and let dry. Now place this plate in a solution of one part nitric acid in twelve parts of water, face up in the dish and shake the water over the face of the zinc for several minutes until you are sure the acid has eaten deep enough but has not touched the black lines. Take off and wash and with a little benzine rub off the dragons blood and ink. This plate now is ready to mound on a smooth block of wood the whole not being higher than type; if it is cut down by rubbing on sand paper. This is the simplified cut making for which they charge \$1.00. But, of course, this is not the professional way which is based on photography.

Automobile Specialties.

Auto Polish. Cedar oil, 1 lb.; turpentine, 1 pt.; ammonia water, 1 pt.; venice turpentine, 2 ozs. Dissolve the venice turpentine in the turpentine and mix with the others. Apply with a soft cloth or sponge and polish with a dry cloth.

Rubber Cement. Dissolve 1 lb. of raw (unvulcanized) rubber in 1 qt. of benzine. This will take about two weeks.

Auto Renovator. Boiled linseed oil, 1 lb.; benzine, 1 qt.; cedar oil, 6 ozs. Mix and apply with a sponge, running only one way of the paint; let stand for about 30 minutes and polish with a dry cloth.

Auto Metal Polish. Oleic acid, 1 lb.; kerosene, 1 lb.; tripoli, 8 ozs. Mix well. For silver parts: Prepared chalk, 1 lb.; Oleic acid, 1 lb.; wood alcohol, 8 ozs. Mix well.

Silvering Compound for Auto Parts. This is silver-plating preparation given above.

Top Dressing. Yellow wax, 5 ozs.; amber varnish, 5 ozs.; oil of

turpentine, 16 ozs. Melt the wax, take off the fire and stir in the boiled oil and add the varnish stirring well. Apply with a soft brush and let dry.

Mohair Renewer. Yellow wax, 4 ozs.; boiled oil, 1 lb.; oil of turpentine, 6 ozs. Melt the wax in the turpentine by heating over a slow fire, take off the fire and add the oil stirring well. Apply with a brush.

Valve Grinding Compound. Vaseline, 1 lb.; fine emery flour, 1 lb. Mix well. For coarse compound use coarse emery.

Leathe Reviver. Yellow rosin, 1 oz.; castor oil, hot, 1 qt.; venice turpentine, 1 oz. Mix while hot and stir well. For black dressing add 1 oz. gas black.

Non-Freezing Compound. Chloride of alumina, 2 lbs.; chloride of calcium, 25 lbs. Of this mixture add 2 lbs. to each gallon of water in the radiator. Put up in 5 lb. cartons and sell for \$1.00.

Carbon Remover. This is nothing but salt water, tinted with a little red aniline to disguise it. Dissolve 1 oz. in 1 pt. of water. Pour, with an ordinary oil can or other means, in the intake manifold or valves or in the auxiliary air valve while the engine is hot; then start the engine.

Tire Patches. Take some old inner tubes and cut into round pieces the size of a silver dollar. Now take common rubber cement and cover one side of the patches, let dry and apply another cut and so on until three or four coats have been applied. To use clean the part to be patched well with sand paper and gasoline and wet the patch with gas and apply, pressing tight.

Inner Tube Plugger. This is the same as that given in the first part of this article.

Body Soap. Dissolve 5 lbs. of powdered soap in 10 gallons of water by boiling.

Self Vulcanizing Cement. This is a two-fold preparation. No. 1: Dissolve 5 ozs. of balata gum in a gallon of naphtha, then dissolve 5 ozs. gutta percha in $\frac{1}{2}$ gallon carbon bisulphide. Now powder 13 ozs. pale rosin and dissolve it in the balata solution, then pour in the gutta percha solution, stirring well. No. 2: Take $1\frac{1}{2}$ drams chloride of sulphur, 1 pt carbon bisulphide and 3 drams hydrochloric acid. Mix well and keep in well stoppered bottles. Directions: Clean the parts to be vulcanized with sand paper and gasoline then apply a thin coat of No. 1 and let it stand exposed to the air for a few minutes then apply on it some of the solution No. 2 and press the patch on. You may use the tire at once.

Radiator Cement. This also is the same as given above.

Tire Paint. This is a solution of 1 lb. linseed oil in $\frac{1}{2}$ lb. of cotton oil and 1 lb. kerosene. Mix and add 4 ozs. of white lead; paint the tires and allow 24 hours to dry before using.

Body Paint. This is the black enamel used to repair sewing machines, bicycles, etc. It is a solution of rubber in varnish, etc.

Instructions to Paint a Car. After scraping all the old varnish off, wash with a strong solution of lye and wipe dry, as much as you can. When perfectly dry polish with a paste made with fine emery flour and oil then wipe dry again. The best way to paint the car is to soak a small sponge with the varnish, cover the sponge with a piece of thin cloth and go over the surface, running only one way and never

twice over the same surface. Let dry in a place free from dust. Wait several days before using.

THE "TRUST SCHEME" BUSINESS

It was only a few years ago that an advertisement of the goods-on-credit style appeared to any extent. It emanated from Mr. Hawley, a druggist in Wisconsin, who offered to send a lot of silver-plated spoons to any lady who would sell a dozen boxes of his corn remedy. In this advertisement he agreed to send the articles upon application with the understanding that they be paid for when sold, he agreeing to send the spoons upon receipt of the three dollars. It may be that this idea was similarly worked in a small way by somebody else before Hawley's time, but I don't recollect having been impressed with the idea until this proposition came to view. Most mail-order advertisers noticed it and figuratively held their hands up in horror, believing that the Wisconsin gentleman would go to financial ruin in a short time. The idea seemed to please the people, however, and Mr. Hawley did a large business for awhile. Others came into the field with various articles to be sold on a similar plan and the business has so developed that it has become a very extensive industry.

The articles usually sold upon this plan are those which are inexpensively produced, such as medicines, toilet preparations, perfumes, ink and blueing in dry form, polishing powder and so forth. The promoters of these schemes have averaged to make a great deal of money. I know three men who have probably set aside over five hundred thousand dollars through the operation of the goods-on-credit-system, during the past few years and there are quite a number who think it a poor week's work that doesn't show a profit of one hundred to three hundred dollars. I shall not undertake to go into the details of the various selling devices in operation at the present time. They are well known or at least can be easily learned about by any person interested in them.

A few years ago, the percentage of people who, after receiving goods for selling, made settlement averaged as high as eighty per cent; now, most dealers are satisfied if they can collect fifty per cent of the retail amount of goods sent out on credit. It averages to cost somewhat more to obtain inquiries for articles on the consignment system than formerly this being due in my opinion not so much to competition, as is generally alleged; as to the fact that not enough originality is shown in operating these schemes. Of certain articles, such as perfumes, blueing, and laxative pills, there have been enough sent out to supply every man woman child and unborn babe several times over. A great deal of money has been made upon these things. There are many commodities which can be produced very cheaply and which would go even better than some of the articles which have been so largely dealt in. Get into communication with a large manufacturing chemist and you will learn that he can furnish such articles as root-beer extract cherry phosphate, flavoring extracts, Jamaica ginger, peppermint, witch hazel extracts, rat; mouse; and cock-roach exterminator, also dozens of other things.

Having decided what you will handle, the next point to be considered is what articles you will give in the way of premiums. Rings, watches, cameras, padlock bracelets and a few other specialties seem to have the greatest popularity at the present time. A manufacturing jeweler told me that more of those single curb chain bracelets are being disposed of by goods on credit advertisers than by the retail jewelry trade of America. As for rings, watches and other commodities, they are handled by the tons. Sets of dishes, silverware, etc., are used to considerable extent, but in too many instances, they are given more on paper than in reality. Bicycles are also disposed of to some extent. It seems to me that there are numerous other articles not largely used for this purpose that could be put more freely in the schedule of premiums. Among the things I would suggest are those of practical utility, such as furniture (some one article of which can be obtained in quantities very cheaply), sewing machines, fancy lamps, dress goods, ladies' waists, children's clothing outfits, umbrellas, men's custom and ready-made clothing, boots, shoes and other such commodities.

In any town or village, is there not more than one mother who would ask neighbors to purchase a package of "Lustro" Silver Polish to enable her to obtain a useful present. What neighbor would refuse to pay a woman

twenty-five cents knowing that they are helping her obtain something that she requires to make her life more worth living?

A goods on credit business begun in a small way and established along the lines that I have suggested will usually prove profitable and permanent, if properly managed. The field is practically unlimited in the matter of possible customers and your treatment of the people should be such that you can deal with the same ones over and over and over again.

Now, as to the proper way to conduct your financial transactions. Make it a point throughout your literature and correspondence to have it understood that you send your goods on consignment. Under this plan the goods legally belong to you until disposed of and if the money collected for them is fraudulently converted to other uses, you have a basis for action at law. A mere order received for goods on a form requesting them on consignment and your letter accompanying goods, in which you acknowledge receipt of order and repeat the statement that the goods are being consigned, is quite sufficient. I would not advise sending out goods indiscriminately to every Tom, Dick and Harry, as some dealers do. A large amount of petty rascality has been induced by a method of this kind. It will be better to request that one or two references be given to you by the person who requests goods-on-credit and it is just as well to ask the persons thus referred to if they believe your prospective agent is honest. By this precaution and the consignment idea, you will reduce your percentage of loss to a minimum. The manner in which you communicate with persons who fail to make settlement at the arranged time is one which should be carefully considered.

First, keep in mind that you must not do any dunning on postal cards, for such procedure is contrary to the United States statutes, neither can you legally make threats upon postal cards. If a person does not settle on time, a polite reminder is in order, and if this does not evoke response within say, two weeks after being sent, you can next very properly call attention to the fact that the goods were sent upon consignment and mention the meaning of the word consignment at the same time, making it very clear in a gentle but firm manner that you are not to be trifled with. By the time you have reached this point, you will probably have effected settlements with most delinquents, yet for the small percentage that fails to respond, after this series of polite hints a little stronger communication is permissible. You can cite half a dozen or so cases where persons have been sent to jail for having fraudently ordered goods through the mails without having intended to pay for same. In sending this printed report of several prosecutions, you can intimate that you will feel at liberty to undertake a similar course unless you are properly dealt with by the person to whom you have consigned goods. This will probably evoke an answer of some kind or another upon which you can arrange a settlement. Failing to do anything by this, you may turn the case over to an attorney, who will make an effort to collect for you, he to receive a percentage of the amount collected in payment for his trouble.

As to the propriety of actually going to law, you will do well to take your attorney's advice. Where a flagrant case of defrauding you appears evident, you are justified in laying your case before the Post Office Department and requesting action. The prosecuting attorneys of the Government and the post office detectives who gather evidence are employed by the people of the United States for the purpose of remedying misuses of the postal service and you have the same right to call upon them as any other citizen. Lawsuits are possible in cases under the goods-on-credit system, where people fail to settle, but are hardly advisable, because if a person either will not or cannot pay after coaxing or emphatic demands, it is hardly probable that you would gain much even if you won by legal process. In any event, the expense would be comparatively large.

Considerable of the goods-on-credit business of the present time consists in veiled propositions for deceiving the people into believing that they will get more valuable premiums than are really delivered to them. A common plan is to word an announcement to the effect that by selling a small number of articles there will be given "a beautiful set of gold plated collar and cuff buttons and our offer of a solid gold watch." The person who reads the advertisement jumps at what he or she thinks to be a remarkable opportunity and after selling a dollar's worth of knick-knacks, the gold plated buttons are received and "our offer of a solid gold watch" which is an offer to send the watch provided further orders to the extent of several dollars' worth are effected. In some courts this method of advertising has

been ruled as fraudulent. In others, the advertiser has convinced the judge that he does literally what he says, namely sends an offer.

Nobody can say AN OFFER is synonymous with gold watch. The statue retferring to mislse of the mails makes an advertiser guilty for intending to deceive and if a large number of witnesses stand up and testify that they were misled by the advertisement, which they answered, it is ten to one that the scheming advertiser gets the worst of it, his only hope, in the event of prosecution, being in inducing the judge to rule to dismiss the case upon some technicality. A person who advertises under this system of leading the people to expect more than they really get must consider the possible consequences in advance. It may be that he will accumulate a fortune and retire from business without being bothered. On the other hand some recalcitrant female may do something to make him sorry almost before he is fairly started. I shall not moralize upon the matter, but I cannot refrain from suggesting the advisability of keeping well within the legal danger line, not alone with the object of saving worriment, but because I believe there is plenty of room to work up goods-on-credit business on straight business-like lines. A card index is the best by which to keep accountings of transactions of a goods-on-credit system of trading.

SUPPLY HOUSES

Small articles of jewelry, household necessities, etc., may be had from Singer Bros., 536 Broadway, New York City, N. Shure and Co., Chicago; Ernest L. Fantus Co., Chicago.

FORMULA FOR "LUSTRO" SILVER AND METAL POLISH

Mix thoroughly 10 pounds best quality whiting, ½ pound cream tartar, 4 ounces calcined magnesia and 4 ounces Tripoli. For "Trust Scheme" business put up a good tablespoonful in the "Lustro" envelopes.

Retail price 25c per package. This is a good leader to try out in your "Trust Scheme" campaign.

REACH BOYS AND GIRLS

Probably those who will be most interested in your offer are boys and girls. To reach them the best mediums are cheap monthly story papers. Your advertisement should have an illustration of the article and should be gotten up in attractive shape. The premium catalog which you will have will contain other articles that they could also earn by selling more or less of your goods. The more valuable the premium, of course the more goods you would require them to sell.

The trust scheme really consists in your selling them a ring or some other article, but instead of paying for it with their own money they go around and get neighbors to chip in five or ten cents each by opering them some little article.

Experience has proved that a small advertisement for the trust scheme business pays better in proportion than a big one, that is it costs much less per reply, but of corse, if you wish to do a big volume of business you would have to use a big advertisement in order to get the volume of replies. So do not be alarmed at the advertisements of firms who are using big space, as there is plenty of room in the trust scheme business for the small advertiser.

You will need a series of follow-up letters, cards, order blanks, circulars, etc., as those who answer your advertisement do not sell the goods at once and send in the money, but have to be followed up at frequent intervals. You must arrange your plan so as not to suffer any actual loss on the whole amount of business you do.

In going into the trust scheme business, you will probably find it of advantage to place yourself under the guidance of an advertising agent, who would afford a substantial aaid to you in selecting the proper papers for your advertisement.

CIRCULAR LETTERS. CARDS, ETC.

Here are a few suggestions for "follow-up" circular letters and cards, after the consignment of goods have been sent out and no response received:

CIRCULAR LETTER TO ACCOMPANY GOODS

Dear

We have your letter in reply to our advertisement, and, as you requested, we are sending you on consignment.....packages of

We are pleased to hear that you wish to earn.....which we offer as a premium for selling the above quantity of our goods and we know you can do this by working a few hours among your friends, all of whom will be glad to buy from you.

START OUT RIGHT NOW.

Go to the first house you come to and ring the bell. When the lady of the house opens the door show her what you have to offer and tell her that you are going to earn a premium that you want very much, indeed, and that is why you have come to her and asked her to buy one or more of the packages.

Tell her that the article you are selling only costs.....cents and that all you have to do is to sell.....packages and you will be entitled to the premium. The chances are she will buy one or more packages.

However, if she does not buy, do not lose heart, for there are hundreds of people in your town who will admire your business grit and energy and it will not take long to dispose of your stock.

After you have disposed of all the packages we are sending you, return to us the money (\$..... that you received for them and we will send you the premium you have chosen.

With best wishes for your success and assuring you that we take a great interest in the work of our young friends who are our agents we are

Yours very truly,

FOLLOW-UP LETTER NO. 1.

This should be sent out in about twenty days after the agent has sent for the goods and failed to make returns.

Esteemed Friend:—We are greatly disappointed not to have heard from you after the ten days expired. You know we especially requested you to do so.

The goods we mailed to you are of such high quality that they almost sell themselves. All you have to do is to show them and most people will, in almost every instance, buy.

In order to give you an opportunity to earn the handsome present of your selection we have extended the time to thirty days; this, however, is positively the limit.

If at the end of thirty days from the time you received the merchandise you have been unable to sell all, you must return to us what you have left, together with the money you have obtained for the goods sold. We will then immediately, upon the receipt of the money, forward to you the premium you select from our premium list according to the amount you have sold.

Should it prove necessary at the end of thirty days for you to return goods to us, simply make a package of same, tie a string around them securely, and write your name on the outside of package in the left hand corner, so we can tell who the package is from. Do not seal the package or place any writing inside, as it is against the Postal Laws. We would, however, advise you to try your best to sell all before the thirty days are up. Make a special effort to do so as the premiums you will receive are of such meritorious quality that your efforts to do so will be repaid.

Hoping to hear from you in a few days, we remain,

Yours truly,

FOLLOW-UP LETTER NO. 2

Should this letter fail to bring a response you next send them, at the expiration of twenty days more, letter No. 2:

Believing you to be an honest person, in whom we could place the utmost confidence, we mailed to you on consignment \$..... worth of our merchandise, with the distinct understanding that you should return to us our money within thirty days from the day you received the goods, and as we have written you before about this matter and not received a reply, we now demand Money or Goods.

We have given you plenty of time in which to sell the goods, as they are fast sellers. Many of our agents write that they have sold them in two or three hours. We, therefore, know if you have not been able to sell the goods in the liberal time we have allowed you, you cannot sell them at all, and request you will return them to us at once. If, however, you have sold some of the merchandise, return to us those you have not sold and the money for what you have sold, and we will send to you a handsome present of your own selection for your efforts by return mail. Should you prefer cash as your reward we will allow you four cents on every ten cents you have obtained. We have certainly acted fair with you and we expect you to treat us likewise. We trust you will not compel us to use harsher means of collection, as that

would make more expense for you and reflect on your good name as well.

When you receive one of our handsome presents you will surely try for another, as the presents we give to our agents for so little work are simply astonishing.

Awaiting your early reply and thanking you for your efforts, with the hope to yet do a large business with you, we remain,

Yours truly

P. S.—Remember, we mean business, and must hear from you within the next five days.

OTHER PLANS.

The picture plan where cheap pictures are sold. The typewriter plan where small typewriters are given as premiums. These typewriters are sold by Star Supply Co., Lima, Ohio. The jewelry trust scheme where cheap jewelry is sold through boys. Moving picture plan where cheap movie picture machines are given away. The soap plan where small cakes of toilet soap are sold through the boys. Soap in small cakes is sold by Albert Pick and Co., Chicago, Ill., and can be made with your name on in quantities. The puzzle plan where puzzles are sold. Write to Western Puzzle Works, St. Paul, Minn., for prices on puzzles. The camera plan where cameras are given away. These are small, cheap cameras. See address of premium manufacturers in Source of Supplies. The endless chain plan. This is the plan where a coupon book is furnished containing 20 coupons, the coupons are sold at 10c each and the money returned to you when you send the boy the premium free. Those who bought the coupons may get a coupon book by sending in the coupon for which they paid 10c and so on. The idea of this is to make it appear difficult to get the book and the interest aroused. The sure thing plan. The idea behind this is to sell the boy say a dozen pieces of cheap jewelry for \$1.00 which he is supposed to sell for 25c each. The \$1.00 covers the cost of the articles and what he sends in after he sold them is your profit and pays for the premium he gets. The no-credit plan. In this plan the boy sends the price of the articles which he sells for what he paid for them; with each article is given a coupon which he must get signed by the purchaser and return to you when he receives a premium. This is used by manufacturers of baking powder and other household articles in order to get a list of housewives' names. But in our mind the best trust scheme used for advertising purposes was this: The boys were give 24 cakes of toilet soap which were to sell for 10c and return the money when they received a premium. With each cake of soap was given a coupon which the purchaser was to sign and return to the manufacturer when they received a small box of baking powder and a cook book, free of charge. If eight out of ten of these returned the coupons within a certain time, the boy received another premium. This way the manufacturer, at a little expense, got the housewives to try his baking powder. For source of supplies see the directory.

Part 8.

The Sample Business.

Many concerns not having the capital to run a mail order house on a large scale make it their business to sell samples to prospective agents. A quantity of cheap preparations is made up, either by them

of by manufacturing chemists, putting up private brands, then advertise for agents. To agents is sent a big envelope with elaborately printed literature. The agent is urged to buy a sample case, the cost of the case to be deducted from his first order in quantities. Of course the merchandise is so rotten that he does not dare offer them for sale. Fortunately these fraudulent operators are disappearing rapidly and only a few of them are left. Be careful when sending for samples. This sample business has been worked to advantage with the chewing gum business. Chewing gum is one of the easiest sold articles on the market. The agent is made to buy a quantity of the chewing gum with the idea to becoming a jobber later on. In most instances he finds that the price he paid for the chewing gum is much higher than the price paid by the merchant at wholesale. In the directory you will find the names of firms making a really cheap chewing gum for the concession trade. The chewing gum formulas are given in Part 5. Some cheap chewing gum is made with paraffin and sugar. One pound of paraffin is melted in a double boiler and about 2 ozs. of mastic is added, when this is melted 8 ozs. of granulated sugar is added. The whole is emptied on a table in a hole made on some powdered sugar and worked the same way as bread. When it is sufficiently hard it is rolled into thin strips with a rolling pin and cut the size of chewing gum sticks and wrapped in the usual way. But, of course, this is not chewing gum and no permanent trade can be built on anything like this.

Part 9.

The Puzzle Business.

This is the old puzzle contest idea given a new life. Instead of the puzzle used to advertise the product, the product is used to advertise the puzzle. In other words, the article is only an excuse to operate the puzzle and to take advantage of the gambling instinct. Of course, there are many concerns using this for advertising purposes but, there many who get a big price for cheap articles by the way of the puzzle. The amount of money spent by these concerns in advertising proves that they are coining money. A picture is published and you are asked to name all the articles beginning with, say, R. Among the visible objects there are many dots and other objects that can be explained any way the manufacturer and his judges think it best and that is where they play safe. You may give the name of all the objects starting with R and yet someone else (an agent of the manufacturer) sends in a list containing more objects starting with R. The manufacturer insisting that the dot on the cornes is another object beginning with R. He knows because he made the picture. Needless to say all the minor prizes are given away to where they will do the most good, in the way of advertising. We do not mean that all those operating these picture puzzles are frauds, but a good many of them are. The articles sold are seldom worth more than one-tenth or even less the price they ask for them.

Part 10.

The Secrets of Fortune Telling.

Every person has some special characteristics which greatly influence the whole of the life. Some of the points may be good, others

bad and recent investigations in the matter have proved beyond all doubt that such characteristics are worth what may be termed the gifts of the month of birth. Those intending to go in the business of telling fortunes by mail will do well to procure several books, namely: The Book of Birthdays, Astrology Made Easy and Clairvoyance, sold by I. & M. Ottenheimer, Baltimore, Md., at 10c each. These books will give you all the data necessary to tell one's character, past and future.

"NORTHERN" FORTUNE TELLING CHART

Look through the classified section of any large Sunday newspaper, and you will notice large ads of a number of persons who make a business telling fortunes. These ads appear every week, which goes to show that there are very many people who believe in palmistry, and pay all the way from one dollar up to have their fortunes told. x

At parties and gatherings you will notice the most popular person is the one who can "tell fortunes." It is a source of much entertainment to the person who can do it. Yet there is no school or course of instruction, to our instruction, to our knowledge, by which a person can learn this fascinating art. And the few books that pretend to teach it are far from practical or understandable.

The "Northern" Fortune Telling Chart is about 9x17 inches, well illustrated with a hand which describes, in detail every line, also the different shaped hands, telling what everything means. The owners of this Chart are supplying them to agents and mail dealers at about two cents each in hundred lots—cheaper in large quantities, we believe. They have also an attractive circular which they furnish with imprint.

The chart is put up in an envelope with the following printed matter on the envelope:

YOUR HAND TELLS YOUR FUTURE! READ THIS!

Dear Friend:

I most respectfully leave the enclosed chart for your examination. It will fully describe your past and future life, as well as the life of any of your family or friends. Look at the lines, which are plainly shown in the palm of the hand, and compare them with the scientific chart. It will reveal wonders to you.

Will call again, and ask you to kindly have the small price of ten cents ready if you want to buy this chart. I am using this method of earning a small amount of money and ask to kindly help me.

I am giving you good value for your small dime in the important information I enable you to obtain.

If, for any reason, you should not wish to help me make an honest living, kindly return same when I call again.

Your acceptance and payment of ten cents for same would be highly appreciated and most thankfully received.

Agents are making good money distributing these charts enclosed in these envelopes. No talking is required, as the envelope does all the talking for you; simply leave a package at the house, afterwards calling and collecting the money and such packages as are not retained.

If you take up this proposition, we would suggest that you go in it right. That is, get a good supply of Charts, and be a general agent—have people work for you; boys and girls especially. They are selling them like "hot cakes," and we see no reason why they should not make you all kinds of money. Pay them 33 1-3 to 50 per cent commission, or more.

Millions of dollars are spent by people having their fortunes told. Get your share by selling these Charts.

The Mail Dealers' Wholesale House, 525 South Dearborn Street, Chicago, supply the trade with these Charts and circulars.

Stick-to-it-ive-ness is an essential qualification that you must have to make a success of any business.

The men who have gained success in the Mail Business are those that have tried constantly with the I Will spirit.

The Mail Business is like a game of checkers. The man who stands still too long and says money can't be made with a certain proposition is usually "jumped" by someone doing it.

When you see a good proposition read it, ponder over it and consider it. If it then looks like a good thing, go ahead; but don't wait till everyone sees it. You will then be too late.

Part II.

How to Make Rubber Stamps.

This is the process used by professional rubber stamp makers and all the others advertised are not worth the paper they are written on. There are some outfits for making rubber stamps while you wait, but are more expensive than the professional method and not entirely satisfactory. There is only one way for making good rubber stamps and that is by vulcanizing the rubber in casts made from type. The American Type Founders, New York City, and others can supply you with the type necessary and also the other machinery used in making rubber stamps or they can tell you where to get them. Sometimes a handy person can make his own outfit but the type must be bought. Those intending to go in the business seriously will do well to buy the machinery rather than make them.

Directions.

Set the type and lock it in the chase in the usual manner. If more than one stamp is to be made lock them all in the same chase, as many as you can get in it. Place the chase in the press and screw it. Usually the presses are furnished with a special chase fitting the press. These presses are made in all sizes and you can get a small one to start with. Now spread the composition on the plate but, before placing the composition moisten the type well with benzine or gasoline and apply the composition.

This composition is made thus: Fine soapstone powder, 1 lb. 3 ozs.; best dental plaster, 1 lb.; fine kaolin, 1 lb. Mix well by shifting. Now form a solution of 5 ozs. of dextrine in 1 qt. of boiling water. Let cool before using. Mix enough of the powder with the dextrine solution to make a stiff paste well kneaded and smooth and free from lumps. Spread over the type and place in the press to take the impression of the type. Take the mould and make small perforations with a pin—not too close to the impression—and place in the oven for about one hour and a half. The oven must not be too hot or the mould will crack. Now take the mould and apply the heat until 220 deg. F. is reached. The thermometer on the press will show you the temperature. Place a piece of rubber the size of the mould on the warm mould, dusting the mould well with soapstone, place a piece of the tin on the rubber and apply the pressure. It takes about 5 minutes for the rubber to be vulcanized, but sometimes a little longer. By pricking the rubber with a pin you can tell when it is ready; if the rubber is not yet vulcanized, the pin will leave an impression in the rubber. When the stamps are ready, take out and mount on holders.

A little experience is required to make good stamps and you are liable to spoil a few before gaining this experience. Dealers in rubber stamp supplies can furnish you with any size equipment necessary. Making rubber stamps by makeshifts does not pay. A small rubber stamp outfit costs about \$25.00. See the directory for source of supplies.

Part 12.

Tobacco Cure, Oil Stock Selling, Etc.

Many of the so-called tobacco cures are nothing but booklets telling you about the evils of smoking and persuading you in a convincing manner to quit smoking. One of these gentlemen tells you that the best way to cure tobacco habit is to quit smoking, and he gets a dollar for it. Others supply a remedy which in most cases is nothing but a little aloes dissolved in water. The bitter taste of the aloes makes smoking unpleasant and if you keep on taking the medicine regularly after meals or every two hours, every desire for smoking will disappear in a few days. Dissolve 1 oz. of powdered aloes in 1 qt. of water. Take a teaspoonful after meals or whenever the desire for smoking comes back, then try to smoke. Others use rhubarb instead and still others quinine in water. Along with the medicines they supply the instructions not to eat much meat and sweets while taking the treatment. Some of these cures are sold on the condition that if, within five or ten days, as the case may be, you see an improvement, you are to send the money. Otherwise return the unused medicine.

Oil Stock Selling.

Nearly half a billion dollars worth of worthless oil stock is sold in the U. S. every year. The most extravagant claims are made by these fraudulent oil stock companies who play on the speculative nature of small investors. As very few of these companies advertise openly, it is very hard for the authorities to find out and when they do find out, in the majority of cases, it is too late and the culprit has escaped with the money. There is a certain amount of greed in the best of us and that is what helps these swindlers. Why not see your banker before handing your money to a stranger of whom you know very little. It is true that nearly all these oil companies send you nicely printed literature and even furnish references and in every way make it appear that they are reliable and trustworthy. But in nearly every case a thorough investigation will prove that their references are not any better than they are and sometimes entirely fictitious. Sometimes they get the mayor of some one-horse town to testify for their honesty, etc. Some of these companies offer to pay a monthly dividend on your investment, usually 2%, but, in no instance does this dividend last for more than a few months or exceeds 20% of the capital invested. Why not go and see a banker; any banker will be glad to advise you as to the value of a stock or if there is an inspector in the post office in your town, you had better see him before investing your money in anything not recommended by a banker. Or you may send the literature of the company soliciting your business to the P. O. Inspector at the nearest big town and ask his advice on the reliability of the company. You can be sure that you will hear from him by return mail.

Selling Stock On the Instalment Plan.

This is legitimate and profitable business if conducted according to law. If you want to engage in this business buy a few of the better magazines like *Leslies*, *American* and others that have a financial section. Pick out the advertisements of brokers in stocks and write to them asking what they have to offer to conservative investors,

etc. Make up a list of their offering and send it to your prospects, offering to sell them this stock on the instalment plan, the certificates to be delivered when the final payment is made, at the market price of the final payment. Before starting the sale, you make arrangements with the brokers as to your commission, etc. You act as their salesman. Nearly all of these brokers will be glad to help you and co-operate with you. Be sure to look up these brokers, either through your

A good business can also be established by opening an office to act as local representative of reliable brokers in New York and Chicago. You may add the representation of insurance companies later, etc.

Part 13. Housewife's Guide. RAVIOLI.

Tomato Sauce—Have ready the following ingredients: About three-quarters of a pound of lean beef, cut in small pieces—not chopped or ground one onion, one clove of garlic both chopped very fine; three tablespoonfuls of finely chopped parsley, one can of tomatoes and one-half teacup of cleaned, dried mushrooms. Put the mushrooms in a saucepan, pour over enough warm water to cover them and set them on the back of the range to soak; put two tablespoonfuls of olive oil and two of butter—creamery is the best—in a saucepan, and when very hot put into the beef and let it cook to a light brown color, then add the onion, garlic, parsley—if thyme is liked, a tablespoonful can be added. When this is brown add the tomatoes and let cook 10 minutes then add the mushrooms with the liquor in which they were soaked. When the mushrooms are put in add about three cups of water and allow it to stew until the whole is the consistency of gravy, which will take at least two hours. Stir all the while to keep from burning. Put salt and pepper to taste.

Dressing—Three sets of brains, clean drop them in boiling water and let them boil a few minutes; one peck of spinach, wash thoroughly and boil without water till done, then drain all the water from it as for the table; two onions garlic to taste, one soup bunch, a very small quantity of allspice. Put all of this in a bowl, grind or chop fine salt and pepper to taste—use both cayenne and black pepper two cups of cracker meal one dozen eggs, one cup of olive oil, grated cheese to taste—about two and a half cupfuls. It is an improvement to use both Roman and Edam cheese. As Roman is the stronger of the two it is well to put less of that than of the Edam. If it isn't convenient to have both, Edam only may be used. Break the eggs into a large bowl add the other ingredients and stir till all is thoroughly mixed.

Pastry—To two eggs, use two tablespoonfuls of water a little salt a heaping teacupful of flour. Beat as you would cake, with a spoon, or better still in the old-fashioned way, with the hand—if it is too stiff to beat in this way add a little more water. After it is beaten light add enough flour to make a dough stiff enough to roll out very thin. When having to roll dough thin it is more convenient to divide it into three or four parts, as it is easier to manage a small piece than a large one. When it is rolled just as thin as possible cut in strips then cut them across to make small square. Put a teaspoonful of the dressing on a square, then put a square of the pastry on top, just as you would put the top crust of a pie, pinching the edges together very firmly. Drop them into large pot of boiling water and let them boil about as long as macaroni—20 or 25 minutes—take out with a ladle, put them into a colander, and drain off the water thoroughly. Put a layer on a large dish and cover with a layer of grated cheese and tomato sauce, then add another layer of ravioli and another of cheese and sauce. You have two or three layers of them as you like. Serve hot. As it is a troublesome and expensive dish, it is well to know that it can be kept in a cool place and warmed over; also that the dressing can be made the day before and kept in a cool place; then only the pastry and the sauce have to be made the day it is to be served.

GOOD PIE CRUST

I have known a few people in my life that always succeed

with pie crust (at least they think they do), but the majority of persons make more failures than success. With both biscuit and pastry it seems to be more the way the dough is manipulated than anything else, for two people can use exactly the same recipe and the results will be totally dicerent. My friend writes however, that with this recipe there is no such word as "fail." It does seem singular that, after all the years that pie crust has been made with everything used in it ice cold (especially the water), it should be discovered that only when made with boiling water can it be depended on, for I am assured that pie crust made by these directions has never yet gone wrong or failed tourn out crisp, flaky and delicious.

Here is the recipe: Three cups of pastry flour sifted with a full teaspoonful of baking powder and a level teaspoon of salt. One cup of lard or other good shortening (this you can crumble with the finger tips as you would with biscuit. Half a cup of freshly boiling water, last of all: Do not assume that you have too little water and add more or the pastry will be spoiled. The proportions given is exactly right and as you turn the dough over and over in the bowl with a spoon you will find it is moist enough. Roll out on a board, keeping the rolling pin well floured and roll with firm light strokes, taking the crust up and turning, with fresh flour underneath when it sticks. Pastry should be rolled as thin as possible and if there should be any danger of sticking you can sprinkle a little flour in the pie plate. Be sure and cut or pick with a fork holes in the upper crust for the steam to escape. Bake the pie in a hot oven about half a hour. When the pie is trimmed, what is left over will make good cheese straw. If there is enough dough left over for another time, a good place to keep it is in the lard bucket in a cool place. Of course, with the lard bucket covered closely.

The following formula renders canvas impermeable to moisture without making it stiff and likely to break: Soft soap is dissolved in hot water and a solution of iron sulphate added. The sulphuric acid combines with the potash of the soap, and the iron oxide is precipitated with the fatty acid as insoluble iron soap. This is washed and dried and mixed with linseed oil. The soap prevents the oil from getting hard and cracking and at the same time water has no effect on it.

WHITEWASH

Quicklime one-fourth of bushel, slake, add half a pound of common salt, quarter pound sulphate of zinc (white vitriol), two quarts of sweet mlik. Dissolve the salt and white vitriol before adding. Mix with sufficient water to give the proper consistency. Apply as soon as possible.

PEAR PIE—Take ripe, mellow pears; peel them and slice them thin; make an undercrust and set it up nicely round the edge, then lay in your slices evenly and cover the dish; then take some cream and spread over pears and cover with white sugar. Bake carefully until well done. When cool, frosting will put on the finish.

FILLING FOR LEMON PIE—Try this way or making filling or lemon pie with one crust.

Put one cup of milk on the stove to heat; when hot add one tablespoon of cornstarch; stir until it thickens, set away to cool; then add the yolks of one lemon. Stir and add to the above mixture.

When cool put into crust and bake; frost with the two whites well beaten.

PINEAPPLE PIES—One can pineapple, chopped, add water to make one and one-half cups of juice, one cup sugar, four tablespoons flour, pinch salt, five eggs, save whites of three for top.

Mix in order given, bake in one crust like custard pies.

This makes two large pies. Make meringue out of three whites. When pies are almost cold spread on top, return to oven to brown.

RIBBON CAKE—Two-thirds cup butter, two cups sugar, three eggs, one cup milk, three cups flour one-half teaspoon soda one teaspoon cream tartar, one teaspoon lemon extract, one teaspoon salt.

Bake one-half this mixture in two pans. To the remaining half add one tablespoonful molasses, one-cup raisins, one teaspoon cinnamon, one-half teaspoon cloves. Bake this. Then put together with jam, having the dark dough in centre.

WASHINGTON CAKE—Two cups of sugar, one cup of milk, one-half cup

of butter, three eggs, three cups of flour, two teaspoons of baking powder.

Bake in jelly pans and when cool spread custard between.

For the custard boil one-half cup of milk and stir into it a small tablespoonful of cornstarch, which should have been previously wet with a little cold milk, and a beaten egg, sweeten to taste and flavor with vanilla.

CRUMB CAKE—Two cups flour, one cup sugar, three-quarters of a cup butter.

Rub these together, take one cup of it for frosting, and then add.—

One cup sour milk, one teaspoonful soda, one egg, one cup raisins, one cup currants.

Sprinkle that cupful on top of cake and bake.

PORK CAKE—One pound of pork chopped fine, one pint of boiling water, one pint of molasses, one cup brown sugar; two eggs, one heaping teaspoonful soda dissolved in a little boiling water, one pound of raisins and currants, one-half pound citron if wished, one heaping teaspoonful of each kind of spice, flour enough to make stiff so it will drop off the spoon easily.

This will make four good loaves.

A FAVORITE CAKE—Two cups flour, two tablespoonfuls dry yeast, one-quarter teaspoon salt. Sift all three together, separate the yolks and whites of two eggs, using the yolks; beat well; gradually beat in one cup sugar, one-half cup warm milk; one tablespoonful butter, one teaspoonful vanilla.

Frosting—Beat the whites of two eggs; gradually beat in enough powdered sugar to make it thick. Will not break or run down over cake.

PRUNE CAKE—Mix one rounding tablespoon butter, one cup sugar and one egg. Sift two cups of flour with one rounding teaspoon soda. Add flour and one cup prune juice alternately to the first mixture, then add one cup of cooked and pitted prunes and one teaspoon vanilla.

THREE-EGG ANGEL CAKE—One cupful sugar, one and one-third cupfuls flour, one-half teaspoonful of cream of tartar; three teaspoonfuls baking powder, one-third teaspoonful salt; two-thirds cupful scalded milk, one teaspoonful almond or vanilla extracts; whites of three eggs. Mix and sift the first five ingredients four times. Pour on gradually the scalded milk add flavoring. Mix well and fold in the whites of eggs beaten until light.. Turn into an un-buttered angel cake tin and bake in a moderate oven about forty-five minutes. The cake will gradually come out of the pan. Cover the top and sides with chocolate frosting.

A SUMMER WINNER

Hire's Root Beer has been the basis of a large and ever-growing fortune. It has induced the Root Beer Habit, and many families now make Root Beer as regularly as the summer season comes.

Hires created the demand, and it is now for those following after to fill it.

There could not be a better seller than Root Beer Extract. It is cheap to make, occupies but little bulk, needs no expensive package and sells at a large profit.

Root Beer Extract has never to my knowledge, been put out through the mails, or as a basis of a mail order plan; yet it can be sold that way if properly schemed out. To make the plan complete, we have added a new "wrinkle" by which the Root Beer business can be made the entering wedge to a large mail order trade.

Here's a formula for Root Beer Extract which, put up, neatly boxed and bottled, should not cost over 4 cents complete:

Fluid Extract Sarsaparilla.....	10	fluid	drams
Fluid Extract Pipsissewa	10	fluid	drams
Fluid Extract Wintergreen	4	fluid	drams
Fluid Extract Licorice	4	fluid	drams
Oil of Wintergreen	48	drops	
Oil of Sassafras	24	drops	
Oil of Cloves	12	drops	
Alcohol	10	fluid	ounces

Mix oils and extracts with the alcohol.

This makes a Root Beer Extract which is used in the usual manner by mixing with water and sugar, then fermenting with yeast. Above sufficient for 5 gallons.

The bottles are to be put up two dozen in a box. Hire's Root Beer sells for 25c a bottle. You can cut this price to 20c and even include the premium to be spoken of later to let you out with a large profit.

Obtain the names of small grocery, confectionery and other specialty stores. If you cannot get the names, The Booster Magazine, 904 Northwestern Bldg., Chicago, can get them for you for \$2.75 per 1,000.

After you have obtained a list of these stores, send out your printed matter. This should consist of a letter explaining the proposition, a 6x9 folder to boost the formula, a small circular telling about the Root Beer (this the storekeeper could use as a sample wording for his own circular if desired), also an order blank.

You offer to send the formula of a Root Beer extract equal to Hire's by which the storekeeper can put up his own article and sell to his trade. He can price this at 20c if he desires, thus saving his customers money and inducing an increased demand for his goods.

For quick orders, it might be a good plan to offer him another first-class formula, for the same \$1.00 charge. This would be an artificial lemonade formula, which is a hummer:

Loaf Sugar	2 lbs.
..Tartaric Acid	1/2 ounce
Essence of Lemon	30 drops
Essence of Almond	20 drops

Dissolve the tartaric acid in two pints hot water add the sugar, and lastly the lemon and almond essence; stir well and cover with cloth. leave until cold.

To serve put two teaspoonsful in a tumbler and fill with water.

First of all, get some good literature. Write it in a strong convincing way, and success is almost sure. If you can't do it, write to someone who can.

Then secure your lists of names and send out this literature to them. Let us suppose you send out 1,000 circulars, and only one-fifth reply; 200 orders will net you \$200 for your investment. The cost of the circular matter, envelopes, stamps, etc., would not be much.

You may get even more than 200 replies with \$1.00 enclosed, for if you strike an specially good list there may be more than half of these people who read your circulars reply, and buy the formula. But even if only 200 reply, you will have made a good sum for your investment. Then you can order circular matter and more names, sending out continually, week after week, a certain number of circulars.

For printing the circulars, also for any other good printing cheap, the Ernest L. Fantus company of Chicago is a good house to deal with. They make a specialty of printing for mail dealers.

Part 15.

The Advertising Agency Business.

Out of the vast amount of money spent every year in the United States for advertising, a good-sized percentage goes to the different advertising agencies. There are many young men who started without capital and sometimes without friends, and are clearing thousands of dollars every year in commissions by placing advertising for clients.

Although many agencies occupy large offices and employ many persons, there are many agents who do business in a small office with little expense. It must be remembered that the commission on a single contract amounting to, say a thousand dollars a month, will net you about \$200 a month, counting 15 per cent commission and 5 per cent for cash.

It is not always easy to get a large customer, and the chances are that even then he will want you to allow part or all of your 15 per cent commission to him, keeping only the 5 per cent for cash for yourself, but even then you will clear \$50.00, and five or six customers like this one will net you a good income. Very few agents allow the firm more than 10 per cent discount, and many big agencies none.

If you are well known in your town, and have friends, it will not be difficult to get a few of the smaller advertisers, starting with a

small office, or conducting the business from your home, at first. Also a good-sized amount of business can be secured by mail.

In soliciting advertising by mail, the quality of your printed matter is very essential. The best printer in your town is none too good to handle your printing, and you must not spare expense in preparing your advertising matter. A booklet containing newspaper and magazine rates, or different combinations of the best pulling papers, and others. A well written form letter, or even a personal letter to each prospective advertiser, along with the printed matter, will help to land more clients.

For local advertising, a personal solicitation is necessary; local papers pay even bigger commission in some instances, and different combinations can be worked in this direction. A large local advertiser will net you a good income.

If you can get some good commercial illustrator to share an office with you a good deal will be gained this way, and will give you the opportunity to make additional commissions, at the same time offering your clients better service.

A good motto also will help your business a good deal. For instance, "Brown, the Man Who Delivers the Goods," "Truth Pays, Even In Advertising," "Tell Smith and All the World Will Know It," and others.

In advertising your business use the trade magazines, also the various advertising and mail order magazines. But everything depends on your booklets, folders and other advertising matter. We know an instance where a man started with almost no capital, spending all his little capital in attractive booklets and folders, and succeeded in securing a large amount of business right from the start.

Of course a good copy writer has a better chance to succeed, because besides being able to write his own copy, and can help his clients to prepare their copy, thus being able to obtain more business. In case you are not in a position to write good copy, it will be wise to hire the services of some good writer, or even go into a partnership with him.

Most magazines and all the newspapers are glad to pay a new agent his commission, although a few large magazines sometimes refuse to recognize a new agent. By paying cash and conducting your business in a business-like way, you will soon gain their confidence.

Unless you are able to establish a good rating from the start, it will be necessary to pay cash, and little by little acquire credit, by paying your bills promptly. Some small papers and magazines will extend you credit from the start.

By using plenty of hard work, good printed matter, and business-like methods, a man with average education and intelligence can establish an advertising agency paying well from the start.

Part 16

USEFUL INFORMATION

THE TYPEWRITER TRUST PLAN

For the person of moderate means who is desirous of entering the mail order business, and who wishes to be reasonably sure of success from the start, and who has had little or no previous training or experience along this line, this scheme is intended.

It is practically attractive in that it requires small capital to start,

and that there need be no expense for dunning, as the postage stamps are worth more than the goods you send out. You can take your choice of about half a dozen good, profitable articles that can be sold by your boy agents, but I would suggest that you use rings, stick pins, belt pins, or something of that sort. You can buy these articles anywhere at from \$1.00 to \$2.00 per gross: of course, you can buy more expensive ones, but your profit would then be cut considerably, and as this grade answers the purpose satisfactorily, there is no use in paying more. Put up these goods in envelopes or cartons, each containing ten of the pens, or whatever you decide to use.

An ad like the following will not cost much in a good mail-order paper, and should bring you enough inquiries from boys for you to get out at least fifty packages of the goods.

Typewriter Free, Boys! In the next three months we shall give away 1,000 \$2.00 typewriters to boys who do a little work for us in their spare time at home. For full particulars, address—

In answering the replies you receive to this ad, send ten of the pins and with them a circular something like the following:

1,000 Typewriters Given to Boys! We mean just what we say. We shall give away 1,000 \$2.00 typewriters absolutely free to boys who do a little pleasant work in their spare time at home.

These typewriters are strong, handsome machines, made of steel and heavily plated nickel. They have the full alphabet, figures and punctuation marks, and you can write nearly everything you want on them. They are not mere toys, as you can see from the accompanying illustration, but are real, practical typewriters that will do excellent work and give you entire satisfaction.

(Cut of Typewriter)

This kind of typewriter is very easily understood and operated. In fact, it is so simple that you will be able to write a perfect letter after ten minutes' practice.

You can write letters to your friends; you can write your school compositions, and you can write nearly everything you now write by hand with one of these typewriters and the writing will be just as clear and perfect as print.

Besides writing for yourself, most likely your father would pay you to write letters for him, or you could write letters and other things on it for your school friends who have no typewriters, and they would pay you to do this work for them. So, you see, besides having it for pleasure, you can also make lots of spending money with it.

The manufacturer of these typewriters guarantee them for one year, and if any part gives away within that time, they will replace it free.

How to Get This Typewriter Free! You will find enclosed with this circular ten fine gold-plated stick pins. These you can easily sell to your friends and neighbors at 25 cents each. When you have sold them all, return to us the \$2.50 you have collected and we will immediately send you the typewriter, all charges for delivery paid. If you find you cannot sell the pins, send them back to us.

Your Name and Address.

You can either send this circular wrapped around the pins in the carton, or send it in a separate envelope. The copy of this circular alone has most likely explained to you the whole scheme. You can buy

the little machine for 90 cents each. As this is practically your only expense you can readily see what an immense percentage of profit you make.

The cost of getting out the first 50 packages will be about as follows:

250 circulars	\$1.00
Advertising	1.00
Postage	1.50
Cartons and envelopes25
Pins	3.50
Typewriters to fill 4 orders.....	3.60

You do not have to spend the \$3.60 for typewriters, however, until after you receive the money for the pins, thus, with an expenditure of only \$7.25 you can place fifty outfits in the hands of as many agents.

It has been estimated that from 50 to 75 percent of the boys who sell goods for premiums pay up within thirty to sixty days. As each package you send out costs you only 15 cents, it would hardly be worth while to send dunning letters.

Now, if only 10 percent of the fifty paid up, you would clear \$6 00. You see by this that it is practically impossible for you to lose. After you get well started you probably will put out fifty outfits a day and 50 per cent of these coming back with money, you will have a nice business. Of course there is no objection to our putting more than \$7.25 into it to start, but I would advise you to go slowly at first, learn all the different tricks, work up from the bottom, and in the end you will come out better.

In giving this plan I would have not gone very much into details. In addition to the circular, you might send a form letter, or you can use a different premium. This typewriter, however, is a mighty good premium. It is something nine boys out of ten will work hard to get, and when they get it they will be well pleased and will spread the good news among their friends, thereby starting other boys working for you.

The typewriters are sold by J. C. Dorn, 717 S. Dearborn Street, Chicago, Ill.

HOW TO GET FAT WITHOUT DRUGS

The Queen Mother of England asked once how she managed to keep her complexion so youthful, she replied that she always takes a nap after dinner. It is an established fact that among other things that tend to make a person fat is a short rest after each meal.

Here are a few things that will increase one's weight without drugs: Keep your bowels in good condition, eat an apple or two everyday. Don't worry. Eat a good hearty supper and go to bed immediately. Sleep over eight hours. Take a nap after lunch. A bowl of rice with milk and sugar or rice pudding once or twice a day will help. Eat plenty of bread, meat, cheese, pastry, sweets and nuts. Drink very little coffee or tea. Take plenty of time for your meals. If your appetite is poor, take some stomach bitters, before each meal for a few days. If troubled with habitual constipation, a cake of yeast every day and two or three apples will cure you. Work, not overwork, never harmed anyone and it is the best fattening drug known, providing you like your work and it is not too heavy for you.

CORPORATIONS

A Corporation is a body of individuals, so associated together as to form one person in the eyes of the law. It is decidedly an artificial creation as we find it at the present time.

Kinds of Corporations. A sole corporation consisting of one individual—

A corporation consisting of a number of individuals—

Charitable and eleemosynary corporations are such as Orphan Asylums, homes for the aged, hospitals, colleges, etc.—

Public corporations are those organized for the purpose of local government, such as county, town, city or state.—

Private corporations include corporations that are not public, such as railroads, telegraphs, manufacturing corporations, banks, etc. Corporations may be created by a charter granted by the legislature.

In some states some classes of corporations may be organized under a general law, by following certain steps laid down.

A corporation has only the powers conferred upon it by its charter, any act beyond its powers is void.

The invention of corporations belongs to the Romans. According to Blackstone, Numa, upon his accession to the throne found Rome torn to pieces by two rival factions, one the Sabies and the other the Romans.

As a matter of policy, he subdivided these two factions into smaller ones, by instituting separate societies of every manual trade and profession.

Corporations act through agents appointed by a Board of Directors, who may remove said agent for cause, or any other officer.

The president or Agents are responsible to the company for their actions and anything that they do contrary to public policy the company is accountable for—Corporations must comply with civil laws the same as individuals, thus the thing created by the people is governed by the people and must be subservient to the public.

Railroads are public necessities on which the public places reliance for the transaction of business and food for subsistence.

As public utilities they do not belong to financiers or to the trainmen—but to the public, who grant them life and furnish them business that the stockholders may receive interest on the money they invested in their construction. For many years Corporations have, through their officers, controlled matters without regard to the public's interest.

Yet, there has never been a time when the people would not grant them legitimate concessions.

Labor unions seeing the power which Corporations obtained through legislation, followed in their lead at the same time crying out the injustices of capital.

EUGENE B. WILSON.

✓ THE NOVELTY AND PREMIUM AGENCY

Much has been said about the novelty agency business, but little is known about this very profitable line. Novelty Agency does not mean selling toys at County Fairs, although many a novelty agent built up big mail order businesses from a small beginning.

Novelties include toys, silver ware, jewelry, stationery, etc. A good

many of these articles are sold at county fairs, but being articles used in every day life, can be sold in stationery, grocery, dry goods, hardware, jewelry and other stores. They can be sold at street corners, or sold to merchants to be given away as premiums. Even those situated in small towns can conduct a nice novelty business by canvassing the surrounding towns or selling by mail, through catalogues. An advertisement in local papers will put you in contact with many wide-awake merchants in your territory; something like this:

"Merchants! Increase your profits. Dry Goods, Jewelry, Hardware, Stationery and other dealers can make additional profits by handling a small line of Novelties. Send for catalog."

Those living in big towns can start by canvassing the big stores in their town. Naturally some capital is necessary to start on, from \$50 to \$100, with excellent prospects for success. Few other lines offer the agent the opportunities the novelty agency affords. Many high-priced articles, sold in jewelry stores, can be bought from the manufacturers at surprisingly low prices. Gold filled watches with gold filled chain and knife that look like \$20 values can be bought for as low as \$1.50 a set and in individual boxes at that, in any quantity. Set of silverware sold in jewelry stores at \$15.00 can be purchased as low as \$2.50. You don't even have to carry a large stock. Have a nice little catalog, printed with illustrations and prices and buy the goods according to the orders you receive. Most manufacturers of novelties will be glad to supply you with cuts, at cost, if you buy a quantity of their goods.

We will be glad to give addresses of manufacturers and jobbers in novelties, etc., when asked.

A 25 AND 50 CENT MAIL ORDER BUSINESS

Everyone is familiar with the success of the F. W. Woolworth Co. in selling goods at the prices of five and ten cents. This company has hundreds of stores all over the country and does a yearly business which amounts to a good many million dollars. Besides this there are a great many independent stores doing business along the same lines, all handling goods selling for five and ten cents.

Attempts have been made to establish a mail order five and ten cent business and have proven to be more or less successful, but the small dealer has small chance of making a success of a business of this kind. The margin of profit is very small and goods must be purchased in very large quantities. In selling by mail there is the additional cost of advertising and printed matter which puts the proposition out of reach of the beginner or small mail order dealer with only a limited amount of capital.

But there is a chance for the beginner and small dealer to establish a business along similar lines but increasing the prices. That is, the two price idea is carried out, but instead of selling at the prices of five and ten cents, goods are offered for twenty-five and fifty cents. There may be firms doing a business by mail, selling goods at these two prices, but if so they are unknown to the writer. A local business is being tried out along this line at the present time and is reported to be doing very well, so there is every indication that such a business could be successfully carried on by mail.

In conducting a business of this kind it is absolutely essential that the person operating it know how and where to buy. In order to make the business a success, goods must be purchased in fairly large quantities and direct from the manufacturer, or in some instances, from the large jobber. Only articles should be offered that are well worth the price asked and the business should be conducted on a basis of a large number of sales at a small profit, rather than a small number of sales at a large profit. Hundreds of sales at a small profit mean a great many repeat orders and it does not take the small profit long to run up into a large amount of money.

A business of this kind cannot be started with a capital of five or ten dollars. Even though the proposition be started on a small scale, a considerable amount of money will be required. Of course, it will be necessary to have a catalog and this will mean a considerable amount of money, to say nothing of the cost of advertising and buying stock, so it will be seen that at least two hundred dollars would be required to make the proper start.

At the beginning a catalogue of eight pages might be used, listing from fifteen to twenty articles and in addition to the catalogue, a number of circulars can also be used to advertise a few good leaders. It is hardly necessary to mention that all the advertising literature should be gotten up in a business like manner and that all printed matter and stationery should be of good quality.

There are many things which might be sold, those which appeal to the ladies being the best toilet preparations probably head the list, for they sell for a good price and can be sold at a fair profit. Aprons, boudoir caps, gloves, fancy work, stockings, polish and cleaning preparations, stationery, books, toys for the children, jewelry, hair ornaments, candy and labor saving devices for the kitchen are only a few of the many things that might be sold.

At the start it would probably be advisable to try for business within the first two or three parcel post zones. In this way the postage on orders will not amount to much and may be prepaid. Or probably it would be better to prepay the postage on all orders amounting to one dollar or more. This would no doubt often serve to increase the size of the orders and this offer should be featured in the advertising literature.

If the business is limited to the first two or three parcel post zones, advertising may be placed in the daily or weekly papers which cover these zones. Such advertising will be inexpensive and it will be possible to cover the field thoroughly with a limited amount of capital, a thing impossible where the territory is not restricted. A good list of names can also be used and such a list can also be easily obtained from nearby territory. Probably the first mailing to the list may not show a profit, but if followed up it is bound to pay, if the literature is properly prepared and the goods offered are worth the price asked.

The dealer should be sure to have a good leader on which to concentrate his advertising. This should be an article which is used by every woman and should be offered at a price which means unusual value for the money. The dealer should not expect to make anything on this leader, in fact, the first order is not likely to show any profit,

but the orders for other goods will more than make this up. An apron offered at 25 cents should be a good leader. This is something that every woman uses and is likely to buy when offered at such a low price, if convinced that it has value. When this has been purchased and found to be satisfactory, orders for other goods will follow.

A business of this kind offers a fine opportunity to the live, up-to-date hustler with a fair amount of capital. People who are not willing to work should leave it alone, for success can only be obtained through hard work, backed up with a certain amount of education and brains.—Nicholson's Magazine.

Part 17.

The Candy Making Business

In looking around for a line of home work to be started with a "few dollars," most persons overlook the easiest and best of them, candy making. One billion dollars' worth of candy is sold in the United States every year and the demand for good home-made candy is increasing. Every industrious person can make real money by manufacturing candy. There are many good books on candy making and where there is a will there is a way. We can only give here a few recipes for making candy. But you will do well to spend a few cents to get a book on candy making. Every book store has them and instead of going to a show tonight, spend the money to get one of those books and get busy.

Of course, most people balk at the problem: How to sell them. Ah! They will never sell themselves. They will never walk out of the door and come back in the form of ten dollar bills; you will have to sell them. There are many ways where there is a will. Why not put up your candy in nice 5 or 10 cent packages and get some of the boys in the neighborhood to stand outside of the theatres or churches and other places to sell them on commission? Candy sells easier than newspapers. But, it must be clean and well wrapped. Another way is to get some small dealers in town to sell them for you. Have some nice signs made that will read: Fine Home-Made Candy, Fresh Daily. 5c or 10c or whatever the price is.

French Chewing Candy Kisses. Place in a boiler 5 lbs. of sugar and 10 lbs. of glucose and add 1 teaspoonful of cream of tartar and 1 qt. of water, and boil until a little dropped in cold water will harden. Take off the fire and add a teaspoonful of baking soda and some chopped nuts, then pour in the cooling pan or on a marble table and work with the spatula until hard enough to pull. While pulling add a few drops of vanilla. When hard enough to roll into strips, place on the table and cut with scissors and wrap in wax paper. Delicious.

Polar Ple. This is the brick ice cream coated with chocolate given in another part of the book.

Yum-Yum Ple. Take a can of apples, a can of peaches, some stewed prunes and a few cherries cut in half. Mix all together in a boiler and add some shelled pecans or English walnuts or any other nuts and some raisins, then add a little cinnamon (very little), and a little graded nutmeg, also a little graded cocoanut. Bring to a boil, take off the fire and add enough confectioners' sugar (no other kind will do) to give it the consistency of a thick cream. Pour into the moulds

and let cool. When cool cut the size of common graham crackers, place each piece between two graham crackers and wrap in wax paper. Wrap two of these pies in a narrow, long label and sell for 10c, or you may sell them one for 5c, or if you can get long graham crackers, make the pies longer and sell for 10c.

Now instead of confectioners' sugar you can use gelatin or even corn starch to thicken the pies but you must be careful not to make it too soft or it will run. If you use gelatine or starch you must use some common sugar to sweeten it.

These pies, if made right, are so delicious that no one ever will eat any other kind of pie. You can use fresh fruit by boiling same in sugar and water, also you can make any combination of fruits and nuts you desire, it all depends on how cheap you want to make them. Don't make them too cheap.

Gruit Sandwich. Make a mixture of different fruits, chopped (not too fine), and boil with a little water and sugar until done and add enough granulated gelatine to make a thick paste, then pour into pans to cool. When cool it will be quite hard and you can then cut it into slices and place between crackers or thin cakes and wrap in wax paper. They sell for 10c.

Nut Diamonds. Take some cocoanut, chopped nuts, and some glazed orange peel and pass through a meat grinder; then place in a boiler with enough water to cover them and add some salt and a few drops of vanilla, to bring to a boil and add enough confectioners' sugar to make a thick cream, take off the fire and pour into pans to the thickness of one-half an inch and when hard cut into diamonds and sell for 5c.

Fruit Salami. Take some fresh quince, peel it and cut in small pieces and boil with a little water until well done. When cool strain and pass through a meat grinder several times. Save the liquid. Now place the liquid and the meat into a boiler and bring to a boil, then add enough confectioners' sugar to make a very thick paste. Take off the fire. Have some almonds and cocoanut ground as fine as possible and bring to a boil with a little water and add enough confectioners' sugar to make a thick paste. Pour into a pan and when cold cut into pieces 1 inch long by $\frac{1}{2}$ inch square. Mix with the other paste while warm yet and pour the whole on a table or marble and roll into a roll about 2 inches thick and as long as the stuff will go, and wrap in tin foil and let cool. When cold you can slice with a sharp knife into slices. Delicious.

All the above candies will not make themselves, of course, and a little patience and practice is necessary in order to make a perfect product. Also use some of your common sense.

Part 18.

A Course in Bookkeeping.

Lesson 1.

Bookkeeping is the art of keeping a record of business transactions, systematically in order to show the proprietor, at any time, whether he is making profit or losing, where the profits come from and the losses go to; and to show all the debts owed by the business or due to it and the property owned.

Single-Entry Bookkeeping is the keeping account with persons only,

while **Double-Entry** bookkeeping is the keeping accounts with persons, property, expenses, etc. The number of books required depends on the nature of business but a complete record can be kept in two books. The **Journal-Day Book** which contains records of the transactions in the order that they happened and the **Ledger** which contains the same accounts and records, debits and credits, but in a different manner.

Lesson 2.

Double Entry. In double entry each account is credited with the amounts paid out and debited with all the amounts taken in. For instance, George has paid \$25.00 for goods received; he is credited with the amount he paid and debited with the cost of the goods for the same amount he paid and debited with the cost of the goods for the same amount. The fact that he paid for the goods balances his account. You debit CASH for all cash received and credit same for all cash paid out. Debit EXPENSE for all the expenses of the business and credit same for cash paid out.

Lesson 3.

Here is an example of a Journal-Day Book:

January 1st.

I paid out \$350.00 fro merchandise.

ditto

I sold 20 lbs. of nails for \$2.00 to George on credit.

ditto

Day cash sales, \$48.65.

January 2d.

Paid for rent \$75.00.

ditto

Sold to John 50 yards of screen wire for \$18.50 on credit.

ditto

For scrubbing floor 50c.

ditto

Day cash sales \$36.00

ditto

. Lesson 4.

These transactions are transferred to the Ledger thus:

Credit CASH with the amount paid out for merchandise and debit MERCHANDISE for the same amount.

Debit George with \$2.00 he owes for the nails.

Debit CASH with day cash sales.

Credit cash with amount paid for rent and debit RENT with the same amount.

Debit JOHN with the price of screen.

Credit CASH with 50c paid for scrubbing.

Debit CASH with day cash sales.

Lesson 5.

Posting. When it is convenient, the bookkeeper transfers the items from his journal in which they have been entered daily as they take place to the ledger. This is called posting.

There is no specified time on which posting should be done. In most offices it is done at odd tmies. The best way is to post first all the debits then all the credits.

In order to find any mistakes that might have occurred in posting,

the bookkeeper checks every item from the journal to the ledger, after it has been posted.

Lesson 6.

How to Make a Business Statement. Every business has certain accounts which show a gain or a loss to the business, such as Merchandise, Expense, Interest, Discount, Real Estate, Fixtures, etc. These are called business accounts in order to distinguish them from the rest which show no gain or loss.

The main account of every business is the Merchandise account which constitutes the main source of profits, as it is from the buying and selling of goods that the main source of profits, as it is from the buying and selling of goods that all the profits come and if there is a loss that is where the loss is due.

Lesson 7.

Form of Business Statement.

Mdse.	\$123.12	\$123.34	\$123.23
Mdse.	Value of unsold	3,000.00		
	Excess of cost over sales	2,500.00		
	Gain			500.00
Expense cost		123.60	
Net gain	376.40	376.40	
			<hr/>	
			\$500.00	\$500.00

Lesson 8.

How to Make Out a Financial Statement. Those accounts which show either a resource or a liability are called Finance Accounts, because they represent money value or money indebtedness. They represent the resources or property of the business and its debts or liabilities. These finance accounts include Cash accounts with persons, Bills receivable, Bills payable, etc.

The difference between the resources and the liabilities will show at any time the present worth of the business.

Lesson 9.

Summary of Rules for Journalizing. Accounts representing property, expenses, etc., are Debited when the thing comes into the business or when it costs something to the business, Credited when the thing goes out of the business or when it produces value for the business. CASH is debited for all cash received and credited with all cash paid out. EXPENSE is debited with all the expenses of the business and credited with returns on anything previously debited to expense.

MERCHANDISE is debited for the cost of all goods and also freight, etc., and credited with the sale price of them.

Lesson 10.

Different lines of business have different systems of keeping the books, but the fundamental principles are the same and the two books, Journal-Day Book and Ledger are the pivots on which all the other books are kept.

If a merchant starts in business and has no knowledge of book-keeping but he cannot afford to hire a bookkeeper just yet, all he has to do is to record all the transactions as they take place in the Journal-Day Book, as in single entry bookkeeping until such a time as his business will permit him to hire a bookkeeper who will transfer the

accounts to the other books. Or he may be able to make arrangements with a bookkeeper to transfer the accounts by working one or more hours every day.

Part 19.

Business Laws.

The maker of a note that is lost or stolen is not released from payment if the amount and consideration can be proven.

Notes bear interest only when so stated.

Demand notes are payable on presentation, without grace, and bear legal interest after a demand has been made, if not so written. An endorser on a demand note is holden only for a limited time, variable in different States.

A negotiable note must be made payable either to bearer, or be properly endorsed by the person to whose order it is made. If the endorser wishes to avoid responsibility, he can endorse "without recourse."

A joint note is one signed by two or more persons, who can each become liable for the whole amount.

No grace is allowed in the majority of States on time notes after the time for payment expires. If not paid when due, the endorser, if any, should be legally notified to be holden.

Notes falling due on Sunday, or on a legal holiday, must be paid the day following as a rule.

A note made on a Sunday is void, also one dated ahead of its issue. It may be dated back at pleasure.

Contracts made on Sunday cannot be enforced.

Altering a note in any manner, by the holder, makes it void.

A note by a minor is void in some States, and in others is voidable on judicial decision.

A contract made with a minor, or a lunatic, is void.

Notes obtained by fraud, or given by intoxicated persons, cannot be collected. It is a fraud to conceal a fraud. Signatures made with a lead pencil are good in law. The acts of one partner bind the rest.

Principals are responsible for the acts of their agents.

Each individual in a partnership is responsible for the whole amount of the debts of the firm, except in cases of a special partnership. The word "limited," in connection with a firm name, indicates that a limitation of responsibility for each member is fixed.

Ignorance of the law excuses no one. A receipt for money is not legally conclusive.

An agreement without consideration of value is void. "Value received" is usually written in a note, and should be, but it is not necessary. If not written, it is presumably by the law or may be supplied by proof.

The maker of an "accommodation" bill or note (one for which he had received no consideration), having lent his name or credit for the benefit of the holder, is not bound to the person accommodated, but is bound to all other parties precisely as if there was a good consideration.

No consideration is sufficient in law if it be illegal in its nature.

An indorser has a right of action against all whose names were on the bill when he received it.

Part 20

TOUCH TYPEWRITING IN SIX LESSONS

Lesson 1. The four dark keys on each end of the second row we call the Guide Keys for the fingers of each hand. The position of all other keys must be learned in relation to these guide keys. Try to memorize this one row of keys and remember the number over these keys in the following diagram:

Place the finger of your right hand on the keys JKL; and the fingers of the left hand on the keys ASDF, thus leaving the centre two keys G and H uncovered. This is the correct position of the hand; leave the thumbs free. Use only the right thumb for the spacer.

While in this position write the following exercise, asdfgf; lkjhj, repeat many times until you can do it easy. Don't look at the keyboard while practising. Strike first the a with the little finger then the s with the index finger then the d with the middle finger then the f with the index then the g with the thumb then the thumb comes back and strikes f, then with the left hand semicolon with the little finger up to the j with the thumb comes back and strikes j. This little exercise is very important and you must practice it a million times if possible.

Lesson 2. Now practice the following exercises following the above diagram. Remember each finger belongs to the corresponding GUY KEY. Practice until you are able to write one correct copy by touch without looking. Here it is:

asdfgf ;lkjhj asdfgf ;lkjhj asdfgf ;lkjhj asdfgf ;lkjhj asdfgf ;lkjhj

As soon as you have mastered this exercise study the following:
lad, lad, asks, fall, fall, falls, alas, ask ask ask ask ask ask ask ask
ask ask ask ask ask ask ask ask ask ask ask ask ask ask ask ask ask
ask ask ask ask ask ask ask ask ask ask ask ask ask ask ask ask ask
ask ask ask ask ask ask ask ask ask ask ask ask ask ask ask ask ask
ask ask ask ask ask ask ask ask ask alas, flask, salad, salad, salads

Lesson 3. The following diagram shows the GUIDE KEYS of the third row. Now study the following exercise:

awerqfa ;oiupj;

As soon as you strike a move the fingers to the upper row, always in the same order. Repeat until you have mastered this exercise by memory. Remember you must make a picture of the keys in your mind so you know where the keys are. At first look at the diagrams while practicing but never at the keyboard. Now practice the following exercise:

awerqfa ;oiupj; awerqfa ;oiupj; awerqfa ;oiupj; awerqfa ;oiupj;
flukes ffukes flukes flukes flukes flukes flukes flukes flukes flukes
flukes ffukes flukes flukes flukes flukes flukes flukes flukes flukes
flukes ffukes flukes flukes flukes flukes flukes flukes flukes flukes

Lesson 4. Practice the following about a million times. Always keep the finger in the proper position according to the diagrams above. Jailers, defiles, krullers, skilled, liked, aisles, laurels, allures, dollars, equipped, fellows, isles, upward, walkers, apples, doleful, errors, field, sidewalk, uproar, welfare, afford, desire, espousal, repulse, usual, equal, jokers, kraals, older.

Lesson 5. Now study the following exercise in the diagram below:

Write it and write it and write it until you have it memorized. Then practice the following:

Small, sank, smacks, ducks, dismal, dimpled, fabled, formula, fizzled, jovial, jackets, journal, kicked, kindled, knocked, local, lacteal, luckless, axled, arrival, amulets, disgraceful, shackled, sixfold, behalf, blazed, bewailed, vail, berval, valueless, could, cutlass, child, cajoled, zeal, zealots, zonal, maxilla, mild, marginal, ninefold, natural, gambol, general, jumbled, habitual, hexagonal, jingled, kinsfolk, logical, dazzled, daybook, coequal, clockwork, lampblack, several surveyal, subsoil, dreamless, adverbial, formless, fraternal, mineral, subjects, decimal, governmental, delves, defenceless, lateral, mythical, musical, flaxseed, mortal, acknowledged, accumulated, sackful, abnormal, displaced, snuffled, sinful, combless, chalk, forelock, inimical.

Lesson 6. The following sentences and figures will give you, if practiced religiously, the necessary skill to write any copy. You must remember that Rome was not built in a day and that it took the Turks five centuries to exterminate all the Christians in Near East with the aid of the French and that you must practice and practice and practice. Use only the right thumb for the space bar and the other fingers only in the order given, whether you are on the first, second, third or fourth row. Always the same position.

The firemen thought it would jeopardize many lives if they did not acquaint the inmates of the extreme danger of the falling bricks.

All the expenses of publishing the jokes in the columns of the daily press were borne by the queer old man whose zeal never flagged.

Many unjust laws allow bold knaves to exist in high places and acquire great influence with which they dazzle the eyes of the people.

The poor cabman many times expressed his thanks to the judge for his kindness and said he would return with the zebra as soon as his quest was over.

Figure Exercises. There 41987 threw 41987 juror 41987 treat 41987 thug 41987.

Thief 42091 would 42091 kneels 42091 mania 42091 zinc 42091.

Smart 58761 friar 58761 where 58761 screw 58761 smug 58761.

Part 21

BUSINESS LETTER WRITING

A Business Letter

March 2, 1922.

Mr. John P. Wilson,
236 Cherry St.,
Philadelphia, Pa.

Dear Sir:—

In reply to your favor of 23d ult. we are sending you, under separate cover, a sample of our product, with prices and discounts.

We hope Mr. Wilson, in fact, we know that you will be more than pleased with the quality of our product in comparison with other makes and that we will be favored with an order in the immediate future.

Confident that we will be given the opportunity to serve you in the near future, we are,

Cordially yours,
THE JOHN SMITH CO.
Another

Mr. John P. Smith,
(etc., as above)

Yours of the 15th inst. to hand. We note that you are entirely satisfied with the quality of the merchandises sent you lately, and hope to be favored with a check in payment of bill for same which is long past due.

Hoping to hear from you at once, we are
Yours very truly,
THE JOHN SMITH CO.

Follow-up Letter

Mr. John P. Smith,
Etc.

Have you received the samples sent you about ten days ago? If not please notify us and we will be glad to send another lot. Or probably you have been too busy to look them over.

We will be glad to offer suggestions that might help you make a decision and wish to assure you that our long experience in the mercantile business is at your disposal.

Sincerely yours,
THE JOHN SMITH CO.

Another

Mr. John P. Smith,
Etc.

Although we have no answer from you to our previous letter, we take the liberty to remind you that the Holiday season is here and unless we have your order in the next few days, we can not guarantee delivery in time for the Holiday rush.

Respectfully,
THE JOHN SMITH CO.

A Collection Letter

Mr. John P. Smith,
Etc.

In the rush of business, even the best of us are liable to misplace a bill or a reminder and forget to make a remittance. Yet, this process of bill paying is absolutely necessary in business life as on it is based the very existence of modern business. Prompt payment of bills enables the wheels of industry to turn smoothly.

Very cordially,
THE JOHN SMITH CO.

RULES FOR SPELLING

Words ending in e drop that letter before the termination able, as in move, movable, unless ending in ce or ge, when it is retained, as in change, changeable, etc.

Words of one syllable ending in a consonant, with a single vowel before it, double that consonant in derivatives, as ship, spinning, etc. But if ending in a consonant with a double vowel before it, they do not double the consonant in derivatives; as troop, trooper, etc.

Words of more than one syllable ending in a consonant preceded by a single vowel, and accented on the last syllable, double that consonant in derivatives; as commit, committed; but except chagrin, chagrined.

All words of one syllable ending in l, with a single vowel before it, have double ll at the close; as mill, sell.

All words of one syllable ending in l, with a double vowel before it, have only one l at the close; as mail, sail.

The words foretell, distill, instill and fulfill retain the double l of their primitives. Derivatives of dull, skill, will, and full also retain the ll when the accent falls on these words; as dullness, skillful, willful, fullness.

Words of more than one syllable ending in l have only one l at the close; as delightful, faithful; unless the accent falls on the last syllable; as in befall, etc.

Words ending in l, double that letter in the termination ly.

Participles ending in ing, from verbs ending in e, lose the final e; as have, having; make, making, etc.; but verbs ending in ee retain both, see, seeing. Dye, to color, and singe, to scorch, however, must retain the e before ing.

All adverbs ending in ly and nouns ending in ment retain the e final of the primitives; as brave, bravely; refine, refinement; except words ending in dge; as judge, judgment.

Nouns ending in y, preceded by a vowel, form their plural by adding s; as money, moneys; but if y is preceded by a consonant, it is changed to ies in the plural; as bounty, bounties.

Words whose primitives end in y change the y into i; as beauty, beautiful.

MARKS OF PUNCTUATION

The Comma (,) denotes a slight pause, and divides a sentence into its component parts. The Semicolon (;) denotes a longer pause, and also divides compound sentences. The Colon (:) is placed between the chief divisions of a sentence, when these are but slightly connected. The Period (.) denotes the end of a sentence. The Dash(—) denotes a sudden change of subject. The Interrogation point (?) is used after a question. The Exclamation point (!) denotes wonder or astonishment. The Parenthesis () includes something not essential to the sense. Quotation marks (" ") indicate a verbatim quotation. The Hyphen (-) connects the syllables, or parts of a word. The Caret (Δ) denotes that something has been omitted. Brackets [] are chiefly used to denote corrections. Ellipsis (* * *) (—) denotes the omission of letters or words. The Index (☞) points to something of special significance.

Rules for Punctuation. A period is placed after every declarative and imperative sentence. After all abbreviations. After numbers in the Roman notation.

A colon is placed between the chief divisions of a sentence, when they are but slightly connected, and they are themselves divided by some other mark. After a sentence which announces a distinct quotation. Between clauses when the connection is so slight that any of them might be a distinct sentence.

A semicolon should separate a succession of clauses depending on

one principal expression, after an expression which introduces particulars. When a clause especially explains the meaning of some other expression, it is separated from that expression by a semicolon. To divide a sentence into sections, when the various parts are not sufficiently independent to require a colon.

A comma is placed between the particulars mentioned in a succession of words all in the same construction. Between each pair of words, when each pair is in the same construction. Before and one after every parenthetical expression. Before a quotation closely connected with the preceding words. Expressions repeated must be separated by a comma. A phrase or clause which explains, in any degree, the meaning of any other phrase or clause, is separated from it by a comma. All modifying expressions, unless closely connected with the rest of the sentence, are separated by a comma. A comma must be used in sentences which would otherwise be misunderstood. Where a word is understood, unless the connection is close.

An interrigation point is placed after every sentence phrase, clause, or word, which denotes a direct question. An interrogation point enclosed in parenthesis, is often used to denote doubt.

An exclamation point is placed after every exclamatory sentence, clause, phrase, or word. Where special emphasis is required, several exclamation points may be used. An exclamation point, enclosed in parenthesis, is used to denote particular surprise. Most interjections take an exclamation point after them.

A sudden turn in a sentence is shown by a dash. An omission of the middle numbers in a regular series is denoted by a dash. The omission of a word, or part of a word, is denoted by a dash. It is usually placed before the answer to a question, when they both belong to the same line. It is often used instead of the parenthesis marks. It is commonly used before an expression repeated for special emphasis. It follows the sentence which introduces a quotation, when the quotation commences a new paragraph. It is often used to avoid too many paragraphs.

Every quoted passage is enclosed in quotation marks. Quotations consisting of more than one paragraph have the first quotation mark at the beginning of each paragraph, but the second is used only at the end of the last paragraph. When a quoted passage requires special attention, the first quotation mark may be used at the commencement of each line. When one quotation includes another, the latter has but half the first quotation mark before it, and half the second mark after it.

Marks of Accent. Accent is stress of voice laid on a certain syllable. When a word is uttered, the syllable that receives the stress is said to be accented. These marks are used by writers to denote the proper pronunciation of words. The Acute (´) is represented by a mark over a letter, or syllable, to show that it must be pronounced with a rising inflexion; as, Européan. The Grave (`) must be pronounced with a falling inflexion: "Will you walk, or ride?" The Circumflex (^) represents the union of the acute and grave accents in the same syllable, as, Montréal. (The Diaeresis (¨) is placed over the letter of two vowels to show that they are to be pronounced in separate syllables; as, coöperate. The Cedilla (ç) or cerilla, placed un-

der the letter c, shows that it has the sound of s; it is used chiefly in words derived from the French language; thus, garçon, in which the ç is to be pronounced like s. The Tilde (ñ) is placed over the letter n in Spanish to give it the sound of yn; as, señor, miñon.

Other Marks. The Index (☞) invites special attention.

The Stars (***) or N. B., are used for a similar purpose.

The Brace connects several words with one common term.

The Paragraph (§) begins a new subject.

The Section (§) is used to sub-divide chapters.

The Use of Capitals. 1. Every entire sentence should begin with a capital. 2. Proper names, and adjectives derived from these, should begin with a capital. 3. Appellations of the Deity should begin with a capital. 4. Official and Honorary Titles begin with a capital. 5. Every line of poetry should begin with a capital. 6. Titles of books and the heads of their chapters and divisions begin with capital. 7. The pronoun, I, and the exclamation, O, are always capitals. 8. The days of the week, and the months of the year, begin with capitals. 9. Every quotation should begin with a capital letter. 10. Names of religious denominations begin with capitals. 11. In preparing accounts, each item should begin with a capital. 12. Any word of very special importance may begin with a capital.

POSTAL INFORMATION

(As of December 10, 1921.)

Foreign Mails. Rates on letters to Canada and other British Colonies, and to Great Britain and Ireland two cents an ounce or fraction thereof.

The above rates apply to letters to England, Ireland, Scotland and Wales; the Bahamas, the Barbadoes, British Guiana, British Honduras, Cuba, the Dominican Republic, the Dutch West Indies, the Leeward Islands, Mexico, Newfoundland, Trinidad (including Tobago), New Zealand, Samoa (Western), Republic of Panama, and the Windward Islands (including Grenada, St. Vincent, the Grenadines and St. Lucia).

The two-cent rate applies, also, to Bolivia, Colombia, Honduras (Republic), Nicaragua, Peru, and El Salvador.

Rates on letters to all other countries—five cents for the first ounce, and three cents for each additional ounce or fraction.

Rates on postal cards to all two-cent letter postage countries, one cent; to other countries, two cents each.

Rates on printed matter of all kinds (including newspapers)—one cent for each two ounces or fraction.

Newspapers and periodical publications of the second class to Canada, Cuba, Mexico or Panama—one cent for each four ounces or fraction thereof.

Rates on commercial papers (including legal and insurance, deeds, bills of lading, invoices, manuscript for publication, etc.)—five cents for the first ten ounces or less, and one cent for each additional two ounces or fraction.

Rates on samples of merchandise—two cents for the first four ounces or less, and one cent for each additional two ounces or fraction.

Registration fee, in addition to postage, ten cents. Letters and postals may be despatched even if no postage whatever is prepaid.

International parcel post rates from the United States—twelve cents a pound or fraction thereof. This service covers practically all parts of the world. To many countries packages must pay, in addition, a "transit rate" to carry them through intermediate countries. For amount of these rates apply to the Postmaster.

By an agreement signed at Buenos Aires, Sept. 10, 1921, at a plenary session of the Pan-American Postal Congress, the two-cent letter rate may, in 1922, be put in effect, by consent of the respective Governments, between the United States and all of the South American, Central American, and other Latin-American countries.

Domestic Mail Matter. Includes mail addressed for local delivery or for transmission from one place to another within the United States, or to or from or between the possessions of the United States—Hawaii, Porto Rico, Virgin Islands, Canal Zone, Philippines, Guam, Tutuila and that for the transmission to or from the United States or its possessions and to officers or members of crews of United States naval vessels, to or from the United States postal agency at Shanghai, China (and for delivery in Shanghai City), unless specially addressed via Europe; and to officers and men of the United States Navy in the United States Naval Hospital, or U. S. Navy depot, at Yokohama, Japan. The domestic rates apply to all these places.

Letter Rates—two cents an ounce or fraction thereof.

Articles Included in First-Class Matter

Assessment Notices (printed) with amount due written therein.

Albums (autograph) containing written matter.

Blank Books with written entries; bank checks filled out in writing, either cancelled or uncanceled; legal or other blank printed forms signed officially.

Blank forms filled out in writing.

Cards or letters (printed) bearing a written date, where the date is not the date of the card, but given information as to when the sender will call, or deliver something otherwise referred to, or is the date when something will occur or is acknowledged to have been received.

Cards (printed) which by having a signature attached are converted into personal communications, such as receipts, orders for articles furnished by addressee, etc.

Cards (visiting) bearing written name, except single cards inclosed with third or fourth class matter, and bearing the name of the sender.

Certificates, checks diplomas, receipts, etc., filled out in writing.

Communications entirely in print, with exception of name of sender, sent in identical terms by many persons to the same address.

Copy (manuscript or typewritten) unaccompanied with proof sheets thereof.

Folders made of stiff paper, the entire inner surface of which cannot be examined except at the imminent risk of breaking the seal, and those having many folds or pages requiring the use of an instrument of any kind in order thoroughly to examine the inner surfaces, are subject to the first-class rate of postage. No assurance of the Postmaster at the office of mailing will prevent the collection of the higher rate of postage at the post office of delivery if the entire inner surface can not be easily examined, and without danger of breaking the seal.

Hand or typewritten matter and letter-press or manifold (carbon)

copies thereof.

Imitations or reproductions of hand or typewritten matter not mailed at the post-office window or other depository designated by the Postmaster in a minimum number of twenty identical copies.

Letters (old or remailed) sent singly or in bulk.

Price lists (printed) containing written figures, changing individual items.

Receipts (printed) with written signatures.

Scaled matter of any class, or matter so wrapped as not to be easily examined, except original packages of proprietary articles of merchandise put up as prescribed, and seeds and other articles that may be inclosed in sealed transparent envelopes under the rules.

Stenographic or shorthand notes.

Typewritten matter, original letter-press and manifold copies thereof.

Unsealed written communications.

SECOND-CLASS MATTER—NO LIMIT TO WEIGHT. RATES TO THE PUBLIC

Newspapers and periodicals unsealed, one cent each 4 ounces or fraction. Incomplete copies, one cent for each 2 ounces.

Parcel post zones apply to advertising portions of second-class matter mailed by publisher or news agent.

The zone rates provided by this law relate to the entire bulk mailed to any one zone and not to individually addressed packages.

Certain non-profit publications are not subject to zone rates on advertising portions.

Where a newspaper or periodical is mailed by other than the publisher or his agent or a news agent or dealer, the rate shall be the same as to the general public.

THIRD-CLASS (PRINTED) MATTER RATES—LIMIT OF WEIGHT, FOUR POUNDS.

On each individually addressed piece or package, one cent for each 2 ounces or fraction thereof.

Packages of four pounds or less containing third and fourth class matter are chargeable at the higher rate. If the package exceeds 4 pounds and contains parcel post and miscellaneous printed matter, the rate is as fourth-class matter.

Registered mail—The fee is 10 cents over the regular postage. Articles admissible—Any mailable article, except unsealed fourth-class matter (parcel post) for domestic destinations, may be registered. Domestic parcels containing fourth-class matter may also be registered if sealed and the usual fee and postage at the first-class rate are paid. The amount recoverable from the Government, in case of loss, is limited to \$50.

Fourth-class domestic mail (parcel post) may be insured against loss, rifling, or damage in an amount equivalent to its actual value or the cost of repairs, but not to exceed \$5 upon payment of a fee of three cents, \$25 upon payment of five cents, \$50 upon payment of ten cents, or \$100 upon payment of twenty-five cents, in addition to the postage, but indemnity will not be allowed for the loss of such mail addressed to the Phillipine Islands, unless the loss occurred in the postal service of the United States. Such mail may be sent C. O. D. between money-order offices upon payment of a fee of ten cents in

stamps affixed to the parcel when the amount to be remitted does not exceed \$50, and upon payment of a twenty-five-cent fee in stamps when the amount to be remitted does not exceed \$100. Parcels cannot be sent C. O. D. to the Philippine Islands or foreign countries. C. O. D. parcels are automatically insured, by the payment of the C. O. D. fee, for their value up to \$50 and \$100 respectively, according to the fee paid.

Money Orders—The maximum is \$100, but there is no limit to the number that can be issued in one day to the same remitter. The fees for domestic orders are: \$2.50 or less, 3 cents; \$2.51 to \$5.00, 5 cents; \$5.01 to \$10.00, 8 cents; \$10.01 to \$20.00, 10 cents; \$20.01 to \$30.00, 12 cents; \$30.01 to \$40.00, 15 cents; \$40.01 to \$50.00, 18 cents; \$50.01 to \$60.00, 20 cents; \$60.01 to \$75.00, 25 cents; \$75.01 to \$100.00, 30 cents. International money orders cost 10 cents for \$10.00 or less, and 10 cents extra on each additional \$10.00 up to \$1.00 for \$100.00. Domestic money orders are payable within 30 days at any United States Post Office (continental); after that, only at the office designated. In the United States insular possessions, colonies of Great Britain, etc., the orders are payable only at the office drawn upon.

Unmailable Matter—Includes not only all legitimate matter not conforming to the rules as to legibility of address, size of package or certificates of inspection, but also game, etc., killed out of season; poisons, explosives or inflammable articles or bad smelling; all spirituous and malt liquors; all liquor advertisements to or from prohibition localities; indecent matter, written or otherwise; dunning postals and lottery, endless chain and fraud matter. In addition, sealed mail to a foreign country, except it be obviously letters, cannot be sent, nor can publications in violation of the copyright laws of the country of destination.

FOURTH CLASS MATTER (PARCEL POST).

Must be fully prepaid—unsealed.

(a) Parcels weighing 4 ounces or less, except books, seeds, plants, etc., 1 cent for each ounce or fraction thereof, any distance.

(b) Parcels weighing 8 ounces or less, containing books, seeds, cuttings, bulbs, roots, scions, and plants 1 cent for each 2 ounces or fraction thereof, regardless of distance.

(c) Parcels weighing more than 8 ounces, containing books, seeds, plants, etc., parcels of miscellaneous printed matter weighing more than 4 pounds, and all other parcels of fourth-class matter weighing more than 4 ounces are chargeable, according to distance or zone, at the pound rates shown in the table below, except as provided in paragraph (a), a fraction of a pound being computed as a full pound.

(d) Parcels subject to the pound rates, mailed for delivery within the first or second zone, are, when the distance by the shortest regular mail route from the office of origin to the office of delivery is 300 miles or more, chargeable at the rate of 6 cents for the first pound and 2 cents for each additional pound, a fraction of a pound being computed as a full pound.

Part 24

Advertising. The best way to save money on your advertising is

to get some reputable Agency to handle your advertising. Besides giving you some of their commission, these agencies, they prepare copy and send it to the different papers, thus saving you time and money. One of the most prominent is the ATLAS ADVERTISING SERVICE, 51 East 42d St., New York City.

The Fantus Co., 525 S. Dearborn St. Handle stock cuts for many purposes. The best way to detect an unscrupulous agency is by writing to the best papers in your territory.

Display Rate shown on following lists is for an agate line which is one-fourteenth of an inch single column.

A one-inch ad is 14 lines no matter what size type or illustrations are used and would cost in each magazine 14 times the amount indicated as the line rate. Two inches would cost 28 times the line rate and so on.

Publication	Published at	Circulation	Closing Date	Line Rate
Comfort	Augusta, Me.....	1,200,000	5th	\$5.00
Everyday Life	Chicago	660,000	15th	3.50
Gentlewoman	New York.....	1,200,000	*20th	6 00
Home Friend	Kansas City.....	670,000	15th	3.10
Home Instructor	Quincy, Ill.....	103,000	20th	.40
Household	Topeka, Kan.....	1,250,000	15th	6.00
Household Guest	Chicago	450,000	10th	2.20
Household Journal & Floral Life..	Batavia, Ill.....	475,000	5th	1.90
Illustrated Companion	New York.....	300,000	10th	1.50
Mothers Magazine & Home Life..	Chicago	700,000	*1st	3.50
New Ideas	Camden, N. J....	160,000	15th	.50
Park's Floral Magazine	La Park, Pa.....	350,000	10th	1.50
Peoples Popular Monthly	Des Moines, Ia..	650,000	5th	3.50
Vickery Hills List	Augusta, Me.....	1,000,000	10th	5.00

THE 25 BEST "PAPERS THAT PAY"

Price given per line on classified advertising such as Help Wanted, Agents, Salesmen, Real Estate, Business Chances, etc. The inch rate is for display advertising.

On Classified in This List count 24 words as four lines and each additional six words as one line. Each initial or number count as a word. (2,000, for example, is one word.)

		Circulation	Per Line	Per Inch
Boston	Post	421,000	\$0.35	\$7.70
New York	World	620,000	.55	8.40
Philadelphia	Inquirer	400,000	.40	7.00
Baltimore	Sun	153,000	.25	5.60
Pittsburgh	Press	173,000	.15	4.90
Buffalo	Courier	118,000	.12	3.78
Cleveland	Plain Dealer	215,000	.45	6.02
Cincinnati	Enquirer	175,000	.25	4.90
Detroit	Free Press	168,000	.30	4.20
Indianapolis	Star	118,000	.18	2.80
Chicago	Tribune	800,000	.75	14.00
Minneapolis	Tribune	148,000	.22	3.08
Des Moines	Register	106,000	.22	2.80

Omaha	World Herald	70,000	.21	2.38
St. Louis	Post Dispatch	350,000	.30	8.40
Kansas City	Star	220,000	.35	4.90
Denver	Post	170,000	.20	3.50
Atlanta	American	110,000	.18	2.10
New Orleans	Times Picayune	95,000	.18	2.52
Memphis	Com'l Appeal	114,000	.18	2.94
Birmingham	News	54,000	.15	2.10
Dallas	News	100,000	.21	2.94
San Francisco	Examiner	300,000	.38	7.70
Los Angeles	Times	165,000	.30	5.60
Seattle	Post Intelligencer	70,000	.20	2.80

All Sunday Papers **Total** 5,433,000 \$7.03 \$123.06

About 50% of the circulation is outside of these cities. This is true of all our lists.

FOR THE BEGINNER OR SMALL ADVERTISER this list offers the biggest advertising value that can be obtained. .. You can use the entire 25 papers or make a selection to cover only the territory you wish to reach.

The cost of any size ad in the entire list or a selected few can quickly be figured from prices given.

Part 26

WEIGHTS AND MEASURES

Avoirdupois Weight. Used in Commercial Transactions generally, and in weighing Metals, except Gold and Silver. 16 drams, 1 ounce; 16 ounces, 1 pounds; 25 pounds, 1 quarter; 4 quarters, 1 hundred-weight; 20 hundred-weight, 1 ton; 110 pounds, 1 quintal; 196 pounds, 1 barrel flour; 200 pounds, 1 barrel beef or pork; 280 pounds, 1 barrel salt; 1 lb. avoirdupois, 7,000 grains Troy; 144 lbs., 175 pounds Troy. At the custom-house, and in some commercial transactions, 28 pounds make 1 quarter; 112 pounds make 1 cwt.; and 2,240 pounds make 1 ton.

Troy Weight. Used in weighing Gold, Silver, etc. 24 grains, 1 pennyweight (pwt.); 24 pennyweights, 1 ounce (oz.); 240 pennyweights, 12 ounces, 1 lb. (lb.); 1 pound Troy, 5,760 grains.

Apothecaries' Weight. Used in compounding Medicines. Drugs are bought and sold by Avoirdupois Weight. 20 grains, 1 scruple; 3 scruples, 1 dram; 8 drams, 1 ounce; 12 ounces, 1 pound.

Long Measure. Used in measuring Lines or Distances when Length only is considered. 3 barleycorns, 1 inch; 12 lines, 1 inch; 12 inches, 1 foot; 3 feet, 1 yard; 16½ feet, or 5½ yards, 1 rod, perch or pole; 40 rods, 1 furlong; 8 furlongs, 320 rods, 1,760 yards, 5,280 feet, 1 statute mile; 1 3/20 statute miles, 1 geographical mile; 3 9/20 statute miles, 1 league; 60 geographical miles, 1 degree; 69 1/6 statute miles, 1 equatorial degree; 360 degrees, circumference of the earth; 3 inches, 1 palm; 4 inches, 1 hand; 9 inches, 1 span; 1½ feet, 1 cubit; 6 feet, 1 fathom.

Square Measure. Used in measuring Surfaces, as Land, Floors, Walls, etc. 144 sq. inches, 1 sq. foot; 9 sq. feet, 1 sq. yard; 272¼ sq. feet, 1 sq. rod, perch or pole; 30¼ sq. yards, 1 sq. rod; 40 sq. rods, 1 rood; 4 roods, 160 sq. rods, 4,840 sq. yards, 43,560 sq. feet, 1 acre; 640 acres, 1 sq. mile or 1 sq. section; 36 sq. sections, 1 township, 6

miles square.

Surveyors' Measure. Used in the measure of Distances and the Area of Surfaces. 7 92/100 inches, 1 link; 25 links, 1 rod or pole; 100 links, 4 rods, 1 chain; 80 chains, 1 mile; 320 rods, 1 mile; 625 square links, 1 square rod; 16 square rods, 1 square chain; 10 square chains, 1 square acre.

Solid or Cubic Measure. Used in measuring Solid Bodies and Spaces having Length, Breadth and Thickness or Depth. 1728 cubic inches, 1 cubic foot; 27 cubic feet, 1 cubic yard; 16 cubic feet, 1 cord foot of wood; 128 cubic feet, 8 cord feet, 1 cord of wood; 16½ cubic feet, 1 perch; 40 cubic feet, 1 ton, U. S. shipping; 42 cubic feet, 1 ton, British shipping; 40 ft. of round timber, or 50 ft. of hewn timber, 1 ton or load.

Dry Measure. 2 pints (pt.), 1 quart (qt.); 8 quarts, 1 peck (pk.); 4 pecks, 1 bushel (bu.)

Liquid Measure. 4 gills (gi.), 1 pint (pt.); 2 pints, 1 quart (qt.); 4 quarts, 1 gallon (gal.); 31½ gallons, 1 barrel (bbl.).

United States Money. 10 mills (m.), 1 cent (ct.); 10 cents, 1 dime (d.); 10 dimes, 1 dollar (\$).

English Money. 4 farthings (far.), 1 penny (d.); 12 pence, 1 shilling (s.); 20 shillings, 1 pound (£).

Measurement of Time. 60 seconds, 1 minute; 60 minutes, 1 hour; 24 hours, 1 day; 7 days, 1 week; 28 days, 1 lunar month; 28, 29, 30 or 31 days, 1 calendar month; 12 calendar months, 1 year; 365 days, 1 com. year; 366 days, 1 leap year; 375¼ days, 1 Julian year; 365 d., 5 h., 48 m., 48 s., 1 solar or tropical year; 365 d., 6 h., 9 m., 12 s., 1 sidereal year; 355 d., 6.13 m., 49.3 s., 1 anomalistic year; 10 years, 1 decade; 10 decades, or 100 years, 1 century.

Part 27

HOW TO RAISE BELGIAN HARES

Breeding. Rabbits can be bred when they are six months old, but seven or eight is better. It is never wise to pair them too young, especially if they are valuable and the young are intended to be reared, as from experiments that have been tried at all ages, from six months upwards, it has been found invariably that when they are eight months or older, they have greater strength and the plan advocated eventually pays, for one gains in quality what may seem to have been lost in number by not having bred litters when the does were two months younger.

When a doe desires to be mated she shows great restlessness, and has little desire for food, just minces here and there turning her dishes over, pulling fur, and upon further examination an inflamed appearance of the external organs is apparent.

Always place the doe in the buck's hutch, and after she has been bred put her in the hutch she is to kindle in.

Thirty days after being bred is the time for kindling, but it will run over or under in some cases. When within a few days of the time of littering the doe will furnish sufficient evidence of the fact by biting hay or straw, of which she should have an abundance, in short pieces, and carrying it in her mouth to some favorite corner of the hutch; and here it may be stated that the hutch should be well cleaned for this is the last thorough cleaning it can have for some time.

The hutch should be dry and not too much light. If necessary to

inspect the young it is easy to make a small doorway upon what will be the top of the box before putting it in the hutch, that is if you are using removable nest boxes.

Never handle the youngsters the first day, but on the second or third day the mother may be lifted out of the hutch very carefully, placing the hand underneath the hindquarters and the other holding by the loose skin directly back of the ears, the weight resting on the hand under the hindquarters, and the little ones counted and replaced. Also replace the doe at once.

After the young are born do not have the doe worried, disturbed or handled unless absolutely necessary.

Never allow strangers near her hutch when time for the young to arrive, or for a few days after. Feed her regularly as any irregularity in feeding may cause the milk to stop and this may cause bad results for the mother and litter.

The little ones do not leave the nest until about three weeks old, at which time they can be weaned, but it is better to leave them with the doe until from four to six weeks old. Do not breed the doe again as soon as the little ones are weaned, give her a seven day rest—two weeks will be much better—and then you will be doing justice to both mother and her next litter.

Rabbits may be bred as often as 6 times a year, but 5 is much better if you wish to keep up the Vigor or your does. They will produce from 6 to 13 young ones in a litter. If they have more than seven it is better to destroy the remainder, selecting the largest and strongest to keep, or put them with a nurse doe, as the rabbit has but eight teats, and some of the little ones would be under nourished if the doe is allowed to keep more than that number. It is a good idea to breed two or more does about the same time so that those who have small litters can be given the extra ones from the does which have large litters. In making the change do so on the second or third day.

Shipping Stock. For Belgian Hares, orange crates are just the thing to use for this purpose. To make them doubly safe, nail on a new bottom of THIN lumber with the strips close together to protect the feet from possible injury.

These crates are just right for two. For single specimens, saw the box in two and it will be plenty large enough for two separate shipping boxes.

Put a good layer of sawdust on the bottom, then plenty of hay and a lot of carrots and your stock is ready for shipment. No feeding or drinking cups are necessary. Carrots are both water and food.

Now a Word as to Profits. Each doe (female) should produce an average of 35 young per year—that is, five litters at 7 per litter.

If you begin with one trio (two does and one buck) you can expect at least 70 youngsters from the two does. Two trios (4 does and 2 bucks) 140 youngsters; 3 trios (6 does and 3 bucks) 510 youngsters. If sold at 3 months of age these young rabbits will bring at least \$2.00 each, a gross return of \$140.00 on one trio. Feed will cost but very little and your profit should be at least \$135.00 on one trio, \$270.00 on two trios, \$414.00 on three trios, and so on up depending on the number you start with. Of course, if the youngsters are kept until they are older they will bring a much higher price.

Write to Maikrantz's Rabbitry, New Bethlehem, Pa., for more information.

Part 28

THE DREAM DICTIONARY

These dictionaries are considered by some people as true. I. & M. Ottenheimer, Baltimore, Md., have such a book at 10c each.

Part 29

GOVERNMENT INSTRUCTIONS

How to Become a Citizen. Five years' continuous residence in the U. S., preceding admission. One year residence in the State. Declaration of intention and remuneration of allegiance to former sovereign, made at least two years prior to admission. Proof of residence, together with proof of good moral character, and attachment to the principles of the Constitution to the satisfaction of the Court—a witness as to residence and character required.

Care of Eyelashes and Eyebrows. The eyelashes depend for their length and beauty upon the condition of the eyelids. Do not allow them to become inflamed. If they are irritated the lashes will be weakened and will stop growing, or will fall out. To make them grow long and evenly they should be clipped two or three times a year.

The growth of the eyelashes can also be promoted by frequent brushing with an eyelash brush, also by carefully clipping the ends twice a year. Brush the lashes upward and the brows toward the temples, training the arch to be high and piquant. For eyebrows that are weak and thin this lotion is excellent and should be applied frequently:

Sulphate of quinine, 10 grains; oil of sweet almond, 2 ounces.

The eyebrows should be kept clean by brushing with a tiny eyebrow brush. A half dozen strokes upon each eyebrow is enough. The lashes should be brushed upward. That makes them curly. Sometimes eyebrows grow unevenly. They begin well but end drearily, in a straggling line of sparse hairs or in no hairs at all. Massaging the scant parts of the eyebrow with lanolin will improve them.

Pimples and Blackheads. Pimples and blackheads constitute a very frequent skin disease most often found in young adults, the trouble being an inflammation of the oil glands of the skin, and a blocking up of the outlet of these glands.

The disease runs a chronic course, and in the majority of cases, even when untreated, disappears when the adult age is reached. There are, however, many exceptions to this, and it is not true, as some say, that all cases get well by the time thirty is reached.

When properly treated, the results are usually gratifying, but now and then cases are met with in which the disease is very obstinate despite skillful treatment.

It is well to employ both systemic and local treatment. In fact, the former is sometimes of more importance. Exercise in the open air, regular bathing, free action of the bowels, a nutritious diet—these are important aids to success in treatment. As a rule, pork, veal, pastries, rich sauces and gravies, and tea and coffee should be omitted. When regular exercise and regulation of diet do not relieve constipation, a laxative may be needed. Cod liver oil has been recommended.

The local or external treatment is of essential importance in most cases of pimples. Powders, lotions and ointments, the composition of

which must be governed by the conditions present, are all useful. In addition to this, attention must be paid to the cleansing of the skin, to friction and massage, in order to improve the circulation, to expression of the content of the blackheads, and the proper use of antiseptics. In stubborn cases, the application of X-rays is useful.

Feeding in Constipation. 1. Constipation is not a simple thing to be cured only by dieting. It frequently requires the diagnosis of a physician and his aid in its treatment. In all chronic cases of constipation a physician's advice should be sought. The more common forms of constipation may be cured by strict dieting, and all conditions can usually be helped by a careful choice of food.

2. Wide prevalence and dangers of constipation:

A. Condition may exist even though there is a defecation; food should pass through in 24 hours.

B. Can be detected by taking charcoal tablets or powdered carmine and seeing how many days pass before it shows in the feces.

C. May cause fatigue, headaches, eruptions of the skin, poisoning of the whole system from the absorption of poisons formed by bacteria from the retained food residues.

3. Helps other than diet:

A. Keep the whole body in good condition by baths, proper rest, fresh air, cheerfulness, freedom from worry.

B. Exercise, not only for benefit to general health, but for specific beneficial action on muscles of abdomen.

C. Water drinking, at least 2 quarts a day, and especially a glass or two immediately on rising in the morning. Lemon or other fruit juice may be added to it or a mineral water substituted. Warm water may be taken if cold water makes trouble. Water stimulates the muscles and softens feces.

D. Defecation at an absolutely regular hour every day, preferably immediately after breakfast. Both the early drink of water and the eating of food stimulates the intestinal muscles. Some people feel better if there is a second defecation after one of the other meals also.

E. Each of these suggestions should be followed regularly and consistently. A disregard of any of these may prevent recovery.

Sea Foam. With granulated sugar. 1 lb. granulated sugar, 2/3 cup water, white of 1 egg, 2 teaspoonfuls vanilla, 1 cup chopped nut meats. Put the sugar and water in a saucepan over the fire and stir until the sugar is dissolved. Then cook without stirring until it spins a thread. Take from the fire and when the mixture stops bubbling stir into the stiffly beaten white of the egg. Continue to beat with a wire whip until the mass is soft and creamy, yet with a consistency to stand alone without spreading. Flavor with the vanilla when half done and when done add the chopped nut meats. Drop on waxed paper.

Care of the Hair and Scalp. One of the most important things to remember in care of the hair is the fact that except for the root, the hair is nothing but dead tissue. For that reason it is the scalp and not the hair that must be treated. Baldness cannot be cured except on rare occasions. Grey hair cannot be cured, that is, restored, except by dyes. Neither is there a formula which we can recommend for turning hair grey.

The scalp is just like the rest of the skin of the body and should be

kept as clean as the face or hands. In order to do this, the head should be washed at least once each week with a good tar or castile soap. This will not only help to keep the scalp free from dandruff but will open the pores of the scalp and permit of the free flow of oil to make the hair glossy. So-called "hair foods" cannot "nourish" the hair and should be widely avoided.

If you want pretty hair keep the hair and scalp clean and healthy. Wash the head and hair clean and rinse out all soap. Then dry thoroly with hot towel. It is not best to dry the hair too rapidly as by means of hot air dryers such as are used in many hair dressing parlors. For the usual shampoo under ordinary circumstances the essentials are: Warm water, two quarts; $\frac{1}{2}$ cake castile or tar soap (shaven); one teaspoonful borax.

MEXICAN DISHES

Chili Con Carne. The Mexicans have a dish known as "Chili Con Carne" (meat with Chili Pepper), the ingredients for which one would doubtless have difficulty in obtaining except in the southwestern United States. However, a good substitute for it may be made with the foods available in all parts of the country. The Mexican recipe is as follows: Remove the seeds from two Chili peppers, soak the pods in a pint of warm water until they are soft, scrape the pulp from the skin and add to the water. Cut two pounds of beef into small pieces and brown in butter or drippings. Add a clove of garlic and the chili water. Cook until the meat is tender renewing the water if necessary. Thicken the sauce with flour. Serve with Mexican beans either mixed with the meat or used as a border.

In the absence of the Chili peppers, water and cayenne pepper may be used, and onions may be substituted for garlic. For the Mexican beans, red kidney beans either fresh or canned make a good substitute. If the canned beans are used they should be drained and heated in a littl savory fat or butter. The liquid may be added to the meat while it is cooking. If the dried beans are used they should be soaked until soft, then cooked in water until tender and rather dry, a little butter or dripping and salt being used for seasoning or gravy. White or dried Lima Beans may be used in a similar way.

Boil 1 can tomatoes (into which 1 medium sized onion has been cut very fine) for $\frac{1}{2}$ hour. Strain and add 2 pounds hamburg steak. Simmer slowly about two hours. Add 1 teaspoonful salt, $\frac{1}{2}$ teaspoonful ground pepper (red), and 1 can red kidney beans. Let the ingredients simmer. Chicken gravy may be added.

Soak 1 pint dried Lima Beans over night; in the morning arrange in the bean pot with 1 pound solid lean beef, 2 ounces sweet fat or suet, a red pepper cut in rings and $\frac{1}{2}$ onion, shaved. Cover with water, season with salt, $\frac{1}{2}$ teaspoonful mustard wet up with vinegar, a dash tobasco sauce, and bake slowly in a moderate oven for three or four hours.

Mexican Hot Tamales (No. 1). Boil a fowl until tender; salt while boiling. Chop very fine and season with plenty cayenne pepper and a little garlic. Have ready a thick paste made of one cupful of corn-meal mixed with a little boiling water. Shape the meat into rolls the size of the little finger, and encase each in the corn-meal paste. Take the inner husks of Indian corn, cut off the ends, leaving the husks about

six inches long, and wash them in boiling water.

Wrap each tamale in a corn husk, throw two or three Mexican peppers into the liquor in which the chicken was boiled, and cook the tamales in it for fifteen minutes.

Mexican Hot Tamales (No. 2). Boil a fowl until tender, strip the meat from the bones and chop fine. Mince half a pound of seeded raisins, and half-cupful of stoned olives, with one young red papper chopped exceedingly fine. Mix all well together, and stir to a paste with two cupfuls of Indian meal; wet with scalding water, season with salt, onion juice and teaspoonful of sugar. Add more boiling water until you can stir over the fire for fifteen or twenty minutes. Then add six hard-boiled eggs minced fine, meantime lay smooth the soft inner husks of green corn and tear some into strips for tying; lay upon two of the husks as much of the paste mixture as they will contain, wrap them about it and tie each roll with the stripped husk; drop these rolls into boiling salted water, and boil them for one hour.

If well seasoned, these are very savory.

Part 30

50 Ways to Make Money

Camphor Tablet for Chapped Hands, etc. Melt tallow and add a little powdered camphor and glycerine, with a few drops of oil of almonds to scent. Pour in molds and cool.

Buffalo Oil. Take the best lard oil and perfume it well with equal parts of oil garden lavender and oil lemon.

Cosmetic. An infusion of horesradish and milk will make a most excellent harmless and effective cosmetic.

Compexion Pomatum. Mutton grease, one pound; oxide of bismuth, four ounces; powdered French chalk, two ounces, mix.

Glue to Resist Moisture. Glue, five parts; resin, four parts, red ochre, two parts. Mix with smallest possible quantity of water.

Essence of Cloves. Spirits of wine, half pint; bruised cloves, one ounce.

Tracing paper. Paper well wet with Canada balsam and camphene, dried.

Essence of Bergamot. Spirits wine, half a pint; bergamot peel, four ounces.

Bailicon Ointment. Resin, five parts; lard, eight parts; yellow wax, two parts. Melt and stir together till cool.

Raspberry Water Ice. Press sufficient raspberries through a hair sieve to give three pints of juice, and add one pound of pulverized sugar and the juice of one lemon.

Wart Cure. Acetic Acid rubbed on a wart a few times will kill it in a week or two.

Glue. One oz. of borax dissolved in 12 ozs. of soft water, 2 oz. of bruised shellac boiled until dissolved.

Extract Lemon. Oil of lemon, 6 dr.; tincture recent lemon, 8 oz.; alcohol 8 oz. Mix and filter.

Florida Water. Half pint proof spirits, a drachm oil lemon, half drachm oil rosemary. Mix.

Silver Soap. Hard soap, 8 ozs.; turpentine, 1½ ozs., water 4 ozs. Boil until perfect solution, and add water of ammonia, 3 ozs.

Extract Celery. Ground celery seed, 2 oz.; alcohol 16 ozs. Macerate

seven days and filter.

For Supplies. Boxes, bottles, etc., go to any large drug store. Labels and particulars for advertising can be secured.

Carpet Bugs. Make a solution of 1 tablespoonful of coarosive sublimate in a quart of hot water, and saturate the floors and cracks of walls or closets; a weaker solution can be used to sponge the carpets; it is a sure cure.

Burning Fluid. Four quarts alcohol, 1 pint spirits of turpentine; mix well. It is the best in use.

Acid Fruit. The juice of any acid fruit can be made into syrups by using 1 pound white sugar to one pint of juice, and adding some peel; boil 10 minutes, strain, and cork.

Clarifying. Mix the white of eggs or a solution of gelatine with the mixture to be clarified.

Excelsior Syrup. Simple syrup 1 pint, syrup of wild cherry bark, 4 ounces, port wine, 4 ounces.

Grape. Brandy $\frac{1}{2}$ pint, spirits of lemon $\frac{1}{4}$ ounce, tincture of red sanders 2 ounces, simple syrup 1 gallon.

Cherry Wine. Ripe cherries 35 pounds, brown sugar 5 pounds, water sufficient quantity to make 8 gallons, best French brandy $1\frac{1}{2}$ pints; add yeast and set aside to ferment.

Jersey Cocktail. One teaspoonful sugar, 2 dashes bitters; fill a tumbler with cider; mix well, with lemon peel on top.

Rubber Glue. Bottle india rubber dissolved in highly rectified spirits of turpentine.

A Good Cement. Shellac dissolved in alcohol, or in a solution of borax, forms a pretty good cement.

Gasfitters' Cement. Mix together resin $4\frac{1}{2}$ parts, wax 1 part, and venetian red 3 parts.

Boot and Shoe Blacking. Ivory black 1 pound, molasses 2 ounces, olive oil 4 ounces, oil of vitrol 4 ounces, alcohol 8 ounces, rye flour 1 pound; mix them together in a kettle.

Stains on Leather. A piece of cloth dipped in spirits of wine and rubbed on soiled leather will remove every spot on it.

Furniture Oils. 1. Acetic acid 2 drams, oil of lavender $\frac{1}{2}$ dram rectified spirits 1 dram, linseed oil 4 ounces. 2. Linseed oil 1 pint, alkanet root 2 ounces; heat, strain and add lac varnish 1 ounce. 3. Linseed oil 1 pint, aectified spirits 2 ounces, butter of antimony 4 ounces.

Sure Cure for Diphtheria. Sulpho-calcine and glycerine 1 ounce of each; mix. Apply to throat with a mop every 3 or 4 hours.

Cough Drops. Tincture of aconite 5 drops, tincture of asclepias 1 dram, glycerine 2 ounces, syrup of wild cherry; mix, and take 1 teaspoonful every 40 minutes until relieved.

To Make Rubber Stamp Ink. Dissolve aniline in hot glycerine and strain while hot or warm.

Greek Fire. A solution of phosphorus in bisulphide of carbon; not strictly an explosive, but an agent of ancient warfare which burns on water.

Rose Powder. Pulverized rose leaves 1 pound, pulverized sandalwood 6 pound, rose oil 2 drams.

Sachet Powder, Cassia. Flowers of acacia farnesiona and powdered orris root equal parts; mix.

Blotched Face, Wash For. Rose water 3 ounces, sulphate of zinc 1 dram; mix and wet the face; gently dry it, and then touch it over with cold cream, which also dry off gently.

Hair Oil. Cologne spirits, 90 per cent proof, 1 gallon castor oil, oil of cinnamon 1 ounce; mix well and it is fit for use.

Cure for Baldness. Water 1 pint, pearl ash $\frac{1}{2}$ ounce, onion juice, 1 gill.

Transparent Pomade. Spermaceti 2 ounces, castor oil 5 ounces, alcohol 5 ounces, oil of bergamot $\frac{1}{2}$ dram, oil of portugal $\frac{1}{2}$ dram.

Eyebrows, To Make Grow. Sulphate of quinine 5 grains, alcohol 1 ounce; apply after combing.

White Pomade. Benzoinated suet 1 pound, white wax 1 pound, jasmine pomatum 8 ounces, attar of roses 1 dram; melt at a gentle heat and cast in molds.

Razor-strop Paste. Wet the strop with a little sweet oil, and apply a little flour of emery evenly over the surface.

To Clean the Teeth. Castile soap and cigar ashes applied with a soft rag is one of the best tooth preparations known.

Iodine Soap. Make a solution of 1 part iodine potassium in 3 parts of water; to this add of powdered castile soap 6 parts; mix in a porcelain vessel by the aid of water bath.

Shaving-Paste. White Wax, Spermaceti, and Almond Oil; melt, and while warm, beat in 1 squares of Windsor soap, previously reduced to a paste with rose-water.

The Hunter's Secret. To Catch Game—such as Mink, Muskrats, Weasels, Raccoons, Otter, etc., take one ounce of valerian, $\frac{1}{4}$ ounce of commercial musk, one pint of whiskey—mix together, and let it stand for two weeks. Put a few drops of this on your bait.

Preservation of Hams. Most grocers, dealers in hams, and others, who are particular in their meat, usually take the precaution to case each one, after it is smoked, in canvas, for the purpose of defending it from the attacks of the little insect, the dermestes lardarius, which, by laying its eggs in it, soon fills it with its larvae or maggots. This troublesome and expensive process may be altogether superseded by the use of pyrogligneous acid. With a painter's brush, dipped in the liquid, one man, in the course of a day, may effectually secure two hundred hams from all danger. Care should be taken to insinuate the liquid into all the cracks, etc., of the under surface. This method is equally adapted to the preservation of hams in hot climates.

India-Rubber Blacking. (Bryant and James's Paste.) Ivory black sixty lbs.; treacle 45 lbs.; good vinegar and oil of vitriol, of each twelve lbs.; India-rubber oil nine lbs.; mix.

II. Liquid. Ivory-black 60 lbs., gum (dissolved), 1 lb., vinegar (No. 24) 20 gallons, oil of vitriol 24 lbs., India-rubber oil 9 lbs. Mix.

Remarks. The India-rubber oil is made of caoutchouc eighteen ounces, dissolved in rape-oil nine lbs., by means of heat. The ingredients are mixed together in the same order and manner as common blacking.

Alterative Syrup. American Sarsaparilla, Yellow Dockroot, Black Alder-bark, Prickly Ash-bark, Burdock-root, Sassafras-bark, Winter-green, of each one ounce, make four pints of syrup. Dose, a wineglassful, 3 or 4 times a day. This syrup is useful in all diseases where the blood or general system needs purifying.

Bite of a Mad Dog. Spirits of Hartshorn is said to be a certain remedy for the bite of a mad dog. The wound should be constantly bathed with it, and three or four doses, diluted, taken inwardly, during the day. The hartshorn decomposes chemically the virus insinuated into the wound, and immediately alters and destroys its deleteriousness. The writer, who resided in Brazil for some time, first tried it for the bite of a scorpion, and found that it removed pain and inflammation almost instantly. Subsequently, he tried it for the bite of the rattlesnake, with similar success. At the suggestion of the writer, an old friend and physician tried it in cases of Hydrophobia, and always with success.

Part 31

For Chemical Advice write to Dept. of Agriculture, Washington, D. C. Where you can also get information regarding the pure food law. Ask for literature. For getting a license to use grain alcohol write to Federal Prohibition Director, care your state capital or inquire your postmaster.

SOURCE OF SUPPLIES

Chemical Apparatus. American Scientific Instrument Co., 50 John, New York City. F. M. Baker Apparatus Co., Syracuse, N. Y.

Chemicals and Drugs. G. S. Alexander & Co., Inc., 61 Broadway, New York City. Ralph H. Fuller & Co., Inc., New York, Cleveland, Philadelphia. Eimer & Amend, Third Ave. and Eighth Street, New York City. Traux & Green, Chicago, Ill.

Essentials Oils and Perfume Materials. Innis, Speiden & Co., Inc., 46 Cliff St., New York. Hymes Bros. Co., 233 Pearl St., New York City. Edwin H. Burr, 18 Cedar St., New York City.

Fuller's Earth, Talc, Minerals, Polishing Materials, etc. W. N. Whitaker, 245 Front St., New York City. Innis, Speiden & Co., Inc., 46 Cliff St., New York City.

Chewing Gum Machinery. Clough & Witt Machine Co., 1740 Columbus Road, Cleveland, Ohio. John Johnson Co., 203 37th St., Brooklyn, N. Y. Thos. Mills & Bros., Eighth and Thompson, Philadelphia. (Wrapping) Packing Machinery Co., Springfield, Mass.

Soap Wrapping Machinery. Machinery Designing & Mfg. Co., 656 Hudson, New York City. Package Machinery Co., Springfield, Mass.

Candy Wrapping Machinery. Ideal Wrapping Machine Co., Middletown, N. Y. E. R. Knott Machine Co., 156 Pearl, Boston, Mass. Remington Wrapping Machinery Co., 30 Church St., New York City.

Advertising—Printers, Lithographers, Embossers. Kuhl & Bent Co., 732 Sherman, Chicago. Vechten Waring Co., 37 East 28th St., New York. Ramsey Oppenheimer Co., Inc., Mail Order Advertising in all its branches, 61 Mission, San Francisco.

Novelties. Advertising Leither Specialty Co., 303 Mercer, New York City. Agents Supply Co., Fort Wayne, Ind. John L. Allen & Bros., 28 Bremen, Buffalo, N. Y. American Art Works, Coshocton, Ohio. Art-Stone Mfg. Co. (Plaster Casts, etc.), 282 Ninth Ave., New York City. Bruce J. Carron, 3057 Carroll, Chicago. Geraghty & Co., 3035 West Lake, Chicago, Ill. Ketterlinus Lithographic Mfg. Co., 4th and Arch, Philadelphia, Pennsylvania. H. N. Pervear Co. (jewelry), Providence, R. I. Advertising Pencil Co., 248 Pearl St., New York City. E. C. Kropp & Co., (Post Cards), Milwaukee.

The promoter acts a special agent for both the buyer and seller. A small office should be rented in a central location—desk room will do; then have a lot of cards and circulars printed for distribution, stating that you are prepared to supply anything wanted at the lowest possible prices, or dispose of anything that is salable at good prices. Get people who have anything they want to sell to list same with you then hustle around hunt up buyers. It might be well to issue a printed list once a month giving particulars of the specialties you have to offer, such as machinery, furniture, real estate; patents; etc. The seller pays you a commission on the total amount realized from the sale of his property—usually 5 per cent., but often more when a good price is obtained. 10 per cent. is usually charged for the sale of patents. Be honest and truthful in all your transactions, and you will soon have all the business you can handle. The business ought to clear \$100 monthly in any locality, and in large cities it should amount to several times that sum.

MAIL ORDER MEN, look here! For 25c I will send you a legitimate scheme that brought me 308 mail orders in one month. Try it. Address—

An investment of 25 cents brought the following communication:

My scheme is selling instructions for making a copying pad for duplicating letters, circulars, etc. It is made as follows: See Formula Section.

DO YOU LIVE in a town having 200 or more Negro population? If so, and you want to make \$50 to \$200 per month easy, send \$1 for scheme giving full particulars. Satisfaction guaranteed. Address—

For some time past a chemical discovery for removing kinks from the hair of negroes has been advertised and sold under various names. Several firms have become wealthy from its manufacture and sale through agents, and there is no reason why others cannot do the same. It is prepared as follows:

Boil 4 pounds of petroleum jelly (cheap vaseline) with 4 ounces of crushed alkanet root for one hour, then strain through flannel and cool. Rub up 6 ounces of the cooled jelly in a mortar with 1 ounce double strength tincture of benzoin and 2 drams each of oil of bergamot and oil of citronelle. Then gradually mix the rest of the cooled jelly, and it is ready for use.

Directions—Apply to the roots of the hair with the ball of the fingers night and morning.

This preparation is guaranteed to be perfectly harmless, and will not injure either the hair or scalp. Its continued application will surely take the kink out of negro hair, and make curly hair straight. It is put in suitable sized tin boxes and retails for \$1 a box. Smaller boxes can be used to retail for 25 and 50 cents if desired.

LIQUID LIGHT Pocket Lamp. No matches; no heat; always ready. Adopted by the French Government. Big money for agents. Send 25c for a sample lamp and wholesale prices. Address—

The Liquid Light Pocket Lamp is made as follows: See Formula Section.

CHEMICAL PAINT! Durable and odorless paint of any desired color, without oil. Equal to the best oil paint at less than half the cost. The secret of making it sent postpaid for only 25c. Address—

This is what the advertiser has to say:

This valuable and economical preparation is made as follows:

Powdered oxide of zinc (which may be heated with a little potato starch if more "body" is wanted) is combined with the desired mineral or vegetable color, and with this solution in water of chloride of zinc to which some tartrate of potassa has been added, is then mixed. The paint thus formed is applied with a brush on the surface to be coated. This paint is more durable than oil paint is devoid of odor, dries quickly, resists dampness and the action of water, can be cleansed with soap and boiling water like oil paint, and preserves the wood to which it is applied from decay and renders it less combustible.

LOOK HERE! Learn a profession during your spare moments that will yield an income of \$15 to \$25 a week all the year round; suitable for either sex; positively no humbug; particulars free. Address—

The profession referred to is that of telegraphy. Owing to the construction of many new railroads each year, and the necessary extension of telegraph lines all over the country, there is always a demand for operators. The salary depends upon the expertness of the operator, and ranges from \$10 a week in country railroad offices to \$50 or more weekly

in the large city offices. It is safe to say that no good operator ever need be without a position if he wants one. Until recently it has been necessary to spend months in a telegraph office, or much time and money in a school of telegraphy in order to acquire a practical knowledge of the art. With an ordinary learner's outfit it is possible for the beginner to learn to send messages, but he cannot acquire a practical knowledge of speed, neither can he learn the most important part—that of receiving messages, unless he has the assistance of a first-class operator to send them.

JUST WHAT YOU WANT! The Inkless Pen—The 20th century wonder. It writes with cold water. One agent sold five gross in one day. Sample and agent's terms mailed for two stamps. Address—

The "Inkless Pen" is prepared as follows:

Take best quality of violet aniline, reduce to a thick paste with water, then add mucilage and mix thoroughly. Apply the paste thus made to the inside hollow of the pens above the split, and let it dry 12 hours. Any ordinary steel pen may be prepared in this way.

Directions for Using—Start action by dipping into water up to the filling. If pen should be greasy, wet point with the tongue. After using, throw the drops of water off; but do not wipe, as it will dry almost instantly.

COMPOUND MENTHOL OINTMENT! For the external treatment of all Rheumatic and other Pains, such as Neuralgia, Headache, Colds, Catarrhal affections, etc. Fortunes have been made with this great formula. Full directions mailed for 25c. Address—

Compound Menthol Ointment—Menthol (crystals)—Five drams. Oil of Camphor—Three fl. drams. Oil of Wintergreen—Four drams. Hydrous Wool-Fat—Four ozs. Petrolatum—Ten ozs.

LEARN to make Incandescent Gas Mantles and start a bank account. We teach you the secret for \$1. The demand is unlimited; they retail for 25c; cost 2c to make. Don't miss this chance. Address—

The formula and instructions for manufacturing incandescent gas mantles reads as follows: 25 oz. Filtered Water 7½ oz. Thorium Nitrate. ¾ oz. Cerium Nitrate.

Dissolve both nitrates in the water for 12 hours, shake occasionally, then it is ready for use.

In this solution you can dip over 300 raw mantles or knittings. Simply dip them in the solution, then wring them out and place on the molds to dry and shape. When dry they are coated with a clodium solution (sold by dealers under the name of "Mantle Coating") to give them the required stiffness, after which they are baked on the moulds under a Bunsen burner for a few minutes. Then they are ready for use.

A TRADE. Whether you have a trade or not, you should learn one that pays 50 to 75c an hour. Work when you like. Complete working instructions by return mail on receipt of \$1. Address—

The "Trade" is that of carpet cleaning by the dry process, without removing carpet from the floor. In the spring and fall you can make all kinds of money at it. There is also money in making and selling the preparations used in the business through agents.

The following is the formula for making the Dry Carpet Cleaner:

Common salt, 1 qt.; corn meal, ½ gal.; Gold Dust Washing Powder, 2 ozs.; aqua ammonia enough to dampen sufficient to ball when pressed in the hand. Benzine or gasoline may be used instead of ammonia.

Directions for Use—Scatter it over the carpet and rub briskly with a broom until all parts have been covered. If grease spots are on the carpet remove them first with Magic Annihilator. Sweep the preparation from the carpet with a broom, and the job is done.

The Magic Annihilator referred to is a household wonder and a ready and profitable seller. It is made as follows:

Soft water, 8 gals.; aqua ammonia, 1 gal.; castile soap, 4 lbs.; saltpeter, 8 ozs.; powdered borax, 4 ozs. Shave the soap fine and dissolve in the water with sufficient heat, then add the saltpeter and borax, stirring until dissolved. Now strain, let the suds settle, then skim off the dry suds and add ammonia; bottle for use. It is sufficient to fill one gross of eight ounce bottles.

Directions for Use—For grease spots in clothing, etc., pour upon the article to be cleaned a sufficient quantity to wet it, and rub well with a clean damp sponge. For carpets and coarse goods where the grease

is hard and firmly set, use a stiff brush and wash out with clear soft water; use a second time if necessary. For shampooing take a small quantity of the Annihilator, mix with an equal amount of soft water and apply to the hair with a stiff brush, brushing into the pores of the scalp then wash out with clear water. For cleaning silverware, use with a small quantity of whiting, rubbing briskly. To remove paint, wet the paint thoroughly, wait a few moments, repeat two or three times, then rub briskly with a coarse rag or stiff brush. For killing bed bugs, apply to the places they frequent with a brush or feather.

MILKINE. Takes the place of milk in tea, coffee, pastries, etc. Guaranteed absolutely pure; cheaper than milk; always ready; never sours. Formula mailed to any address for 25c. Address—

In exchange for 25 cents the advertiser sent the following formula for preparing condensed milk or "Milkine."

Mix 1 gallon of fresh skimmed milk and $1\frac{1}{2}$ drams carbonate of soda (in fine powder), and evaporate to 1-3 its quantity by the heat of a steam or water bath, constantly agitating the milk during the evaporation. Next add $3\frac{1}{2}$ pounds powdered white sugar and evaporate the mixture at a reduced temperature until a dry mass remains. Reduce this to a powder, after which add the cream which was taken from the milk (well drained), and after being thoroughly mixed, put up in hermetically sealed cans or bottles. Will keep indefinitely, and may be used in any manner in which milk is used.

NATURE'S HEALTH RESTORER. The greatest discovery of the age. Why suffer from disease when you can enjoy health and happiness? No drugs, no appliances, no fake. Instructions for self-restraint mailed for only \$1. Address—

The following method of curing disease without drugs is not new, but, on the contrary, has been successfully employed for years:

Disease may often be cured by abstinence from all food, especially if the disorders have been brought on by luxurious living and repletion. The latter overtakes nature, and it naturally rebels against such treatment. Indigestion, giddiness, headache, dyspepsia, mental depression, etc., are often the result of eating and drinking to excess. Omit one, two, or three meals, allow the system to rest, to regain strength, and allow the clogged organs to get rid of their burdens.

ANTI-TOBAC. Positively cures the tobacco habit, or money refunded. Harmless, yet effective; enables you to stop at once or regulate amount used. Send 50c for box by mail, postpaid. Address—

The following formula for "Anti-Tobac" was supplied by an expert chemist: Gold and Sodium Chloride, 1 grain; Nitro Glycerine, 1-3 grain; Quassia, $1\frac{1}{2}$ grains; Oleo Resin of Capsicum, 6 grains; Tincture of Digitalis, 40 drops.

Mix thoroughly and make into 20 tablets, and make larger quantities in like proportion. These tablets are put up 50 in a box and retailed for 50 cents a box. By making in quantities of 1,000 or more the cost is about 20 cents per 100.

Directions for Use—Take one tablet before each meal.

SOMETHING NEW! Our Magic Engraving Fluid is used with a rubber stamp. Marks all tools and metal articles permanently. Best seller on earth. Sample package and agent's terms, 25c. Address—

For etching or engraving names, brands or marks of any description on polished metal, such as saws, knife-blades, tools, etc. Where there are many pieces to be marked alike, procure a rubber stamp with the required design so made that the letters or figures to be bitten by the acid will be depressed in the stamp. Have a plain border around the design large enough to allow a little border of common putty to be laid around the edge of the stamped design to receive the acid. For ink use resin, lard, oil, turpentine, and lamp black. To 4 ozs. resin put 1 teaspoonful lard oil; melt and then stir in one tablespoonful of lamp-black; mix together thoroughly and add enough turpentine to make of the consistency of printer's ink when cold. Use this on the stamp in the same manner as when stamping with ink. When the plate is stamped, place a little border of common putty around the edge of the design, then pour within the border enough of the etching fluid to cover the exposed metal and let it stand a few minutes according to the depth required, then pour the fluid off and rinse the surface with clean water; take off the putty border and clean off the ink with turpentine. Use great care not to spill the fluid on the polished part of the article.

To make the Engraving Fluid, use 1 part of nitric acid and 1 part hydrochloric acid, to 10 parts of clear water, by actual measurement. If the effervescence seems too active, add more water.

CHAPTER XIX

COFFEELINE. Twenty-five cents buys formula complete for making and using. A tablespoonful makes a cup of strong, fragrant coffee at less than half the usual cost. Guaranteed pure and wholesome. Address—

"Coffeeline," or "Coffee Essence," is made as follows: Best Ground Coffee, 6 lbs.; Best Ground Chicory, 3 lbs.

Boil gently in a covered saucepan with 3 gallons of water, and when cold strain and press thoroughly, and add enough water to make 3 gallons of the extract. To this add, Pure Alcohol, $\frac{3}{4}$ pint; Pure Glycerine, 24 fluid ozs., and enough simple syrup to make 6 gallons. Mix thoroughly, and put up in bottles holding 1 pint.

Directions for Use. Use 1 tablespoonful to a cup of boiling water. A little hot milk or cream may be added if desired.

Simple syrup is made by dissolving 40 lbs. of lump sugar in 2 gallons of water by as gentle a heat as possible, then strain.

Chicory neutralizes the bad effects of coffee, improves the flavor, imparts to it wholesome and beneficial qualities, and renders it perfectly harmless to old and young. Mrs. Rohrer, the great American authority on cooking, says: "Chicory does more than make coffee delicious; it purifies it and makes it healthful."

CHAPTER XX.

CHINESE ART. of reducing in size the stones or seeds of fruit, or making them disappear entirely, while the pulp is increased in size and flavor. Has been thoroughly tested with satisfactory results. Complete instructions, only 50c. Address—

An investment of 50 cents brought the following information: This plan by which the stones of fruit may be greatly reduced or made to disappear entirely, and the pulp increased in size and flavor, has been tested with favorable results. At any time during the cold season, select a branch that is to be used afterwards for inarching. Split it up carefully somewhat less than a span long, and from both halves of the branch thus split scoop out clearly all the pith; then bring the split halves together again, and keep them bandaged until they have become thoroughly united. At the usual time for grafting, inarch the branch thus treated upon a suitable stock, taking for the place of union the portion of the branch just below where the split was made. Upon a branch of a tree thus produced a similar operation is performed, and so on for successive seasons; the result being that the stone of the fruit becomes less and less, after each successive operation. This process has also been applied to grape vines, and plants have thereby been produced which bear the finest fruit, without the slightest vestige of a seed in them.

CHAPTER XXI.

HANDSOME moustache or luxuriant beard grown on the smoothest face, or hair on bald heads, in a few weeks by using Egyptian Hair Grower. Absolutely harmless and the only guaranteed article of the kind on the market. Trial package, by mail, 25c. Address—

This extensively advertised preparation for forcing a growth of hair on the face, is prepared as follows:

Cologne 2 ozs.; liquid hartshorn, 1 dr.; tincture cantharides, 2 drs.; oil rosemary, 12 drops oil nutmeg, 12 drops; oil lavender, 12 drops. Mix thoroughly. Shave three or four times a week, and apply the preparation immediately after. If prepared and used according to directions, a fine growth of beard is assured in a few weeks. If applied to the hair of the head occasionally, it will prevent baldness.

CHAPTER XXII

COAL SAVER! Cuts your coal bills in half. Any one can make and use it. It is simple, cheap and effective. Full instructions mailed for 25c. Address—

The vast amount of coal dust produced at mines has never been fully utilized, but by a recent discovery it may be combined with other cheap ingredients and made to burn equally with coal itself. The plan

is to make three parts of friable, slightly sandy earth with one part of cold dust, watered with a concentrated solution of soda sufficient to make a stiff paste. Form into small lumps and let it dry. The mixture will burn well and emit great heat. Another plan for saving fuel is to mix thoroughly 100 lbs. of common rock salt with 30 lbs. of ordinary sand. Put a handful on the fire, and when the fire gets low, put on another handful. This preparation has been put in 5 pound packages and retailed at 25 cents.

CHAPTER XXIII

BUST DEVELOPER. New system of development that never fails; no appliances used; harmless and permanent; absolute, sure, and perfect enlargement of from 3 to 6 inches guaranteed. Price, \$3.00 for full treatment. Descriptive circular free. Address——

CHAPTER XXIV.

STRANGE SECRET. How to tell if strangers or acquaintances are telling you the truth or not. Positively no fake but a valuable secret. Mailed sealed to any address for only \$1.00. Address——

An investment of \$1 brought a copy of the following, "How to Tell if Others Tell You the truth or Not. A Most Valuable Secret in Business and Society."

It is of the greatest importance to know if strangers and acquaintances tell you the truth or not. I find that certain parts of the countenance generally tell the truth, while other parts are less likely to do so. The mouth and lips always tell the truth, but it is impossible to tell by looking in the speaker's eyes whether or not he is giving you straight goods." A person can look you in the eye and lie to you, and you'll never know the difference, but if you will notice the movements of his lips you will notice a lack of confidence or twitching if he is lying to you. Besides you don't want to look a person in the eye when he is talking to you, because he can influence you more readily; you are preventing from thinking, as your mind is more or less a blank, and you accept just what he says. That explains why a person can look you in the eye and compel you to believe what isn't true.

CHAPTER XXV.

GOLD. A new method of producing artificial gold, discovered by a French chemist. Looks and wears like the real thing. A secret worth thousands. Formula and complete details of manufacture for \$1.00. Address——

The French process for making artificial Gold is given as follows: Pure copper, 100 parts; pure tin, 17 parts; magnesia, 6 parts; sal ammoniac, $\frac{1}{2}$ part; quick lime, $\frac{1}{8}$ part; tartar of commerce, 9 parts. The copper is first melted, and the magnesia, sal-ammoniac, lime, and tartar are then added separately and by degrees, in the form of powder, and the whole is briskly stirred for half an hour so as to mix thoroughly; then the tin is added by throwing it on the surface in small grains and stirring until it is entirely fused. The crucible is then covered and the fusion maintained for about 35 minutes. The surface is then skimmed, and the metal is ready for casting. It strongly resembles gold in appearance, resists many of the tests used for gold, and for many purposes it is an excellent substitute. It has a fine grain, is malleable, and takes a splendid polish. When tarnished, its brilliancy can be restored by a little acidulated water.

CHAPTER XXVI.

CHAMPION PAPER CLEANSER for cleaning wall paper, calsomining, painted walls, etc. Guaranteed to bring back the original colors. Positively no humbug. Sample package 15c. Address——

The following is the formula for making the celebrated Champion Paper Cleaner: Rye Flour, 5 pounds; Wheat Flour, 5 pounds; Salt, 5 ounces; Napthaline, 2 ounces; Corn Meal, 5 ounces; Burnt Umber, $\frac{1}{2}$ ounce; Sal Natro Hydrate, $\frac{1}{2}$ ounce.

Directions for Making—Mix the rye and wheat flour together into a dough, which is then partially cooked or baked and the crust removed. To the cooked or baked dough the salt and powdered napthaline are added, after which the sal natro-hydrate, corn meal, and burnt umber are introduced.

Directions for Using—Form into a mass the proper size to be grasped in the hand, and use in the usual way, by drawing in one direction over the surface of the wall paper or paint to be cleaned. Keep the dirt well mixed into the compound so as to prevent the particles from dropping to the floor.

In preparing this compound for sale, pack in air tight cans made to hold one pound each, and retail for 25 cents per can.

CHAPTER XXVIII.

"THEY'RE OFF!" The Old Reliable System will beat the races every time. Only \$10 capital required. This system originally sold for \$100, but for a limited time we offer it for only \$3.00. Address—

The "Reliable System" as furnished by the advertiser for "only \$3" is as follows:

- Rule 1.—Play no race that has less than 5 or more than 14 entries.
- 2.—Play no two-year-old maiden or jumping races.
- 3.—Select fast track; never speculate on heavy or muddy track.
- 4.—Tab the first betting and compare it with post odds.
- 5.—Separate the first four choices, or if there are even quotations on a large number to come within range of the first four, make a note of them.
- 6.—Now select the first four choices that appear in the post betting. Compare the fluctuations, select such as have advanced and discard those which have declined in the betting.
- 7.—Preference should always be given to the third choice, which is the key of this system of speculation. If the same has advanced to third place from lower down, play same as far away from the wire as it is possible to get—say 3 to 2 or more.
- 8.—If the third choice at post odds appears to be a former first or second choice that has retrograded, decline his chances and select the firmest on either side of him as follows: 1st choice to win; 2nd choice for place, or 4th choice to show (3rd), which will offer 3 to 2 for the risk.
- 9.—Never play a horse that has declined in the betting.
- 10.—Never play a horse wherein at the final betting the first four choices become or remain inseparable.
- 11.—When the four prime factors cannot fairly be separated by a distinct unit between each, it is an indication that a long shot may win or split the places.
- 12.—Never accept a chance on the favorite unless he has improved; it is not enough for him simply to have remained firm. The same applies to second choice if he is to be accepted for place.
- 13.—When the original four choices decline throughout, yet remain the four prime favorites at post odds, discard the favorite to win and play second choice to win or place, or third choice for place or show.
- 14.—Play no race that does not come within this system; never accept less than 3 to 2 about any chances.
- 15.—If you should lose \$1 or more on a race, the next time bet enough to make your first investment back, and as much in addition as seems wise in your judgment.
- 16.—Master the system in theory before putting it in practice. By complying with this suggestion and adhering strictly to the rules, you must win.

CHAPTER XXX.

DON'T BE A CHUMP and pay \$5 for a Portable Bath Cabinet when you can construct a better one at home in five minutes at a cost of a few cents. Full directions for making and using, only \$1. Address—

The following directions are given for the construction and use of a cheap and effective Bath Cabinet:

Make a small circular boiler of tin, and fit the same into an upright tin stand, in which directly under the boiler, you must leave an opening in which to insert a small spirit lamp. The boiler lid must fit tightly, and be provided with three small tubes pointing upward. The boiler being filled with hot water and the lamp lighted, the steam soon gets up and rushes through the tubes, and the patient seated on a cane bottom chair, with his feet in a pan of hot water, and a blanket or suitable cloak tightly fastened around the neck is speedily enveloped in a cloud of steam. Ten minutes is the time recommended for the first few baths. It may be afterwards increased, but not beyond a half hour. On getting out of the cloak, plunge into a cool bath for a few minutes, then rub the skin until it is quite dry and glowing with a coarse towel. By adding a little alcohol to the water in the boiler the effect is sometimes more beneficial. Persons in health or disease will experience a wonderful recuperative power by the frequent use of this

CHAPTER XXIX

THIN PEOPLE made plumb. Never fails to cure any case of extreme leanness. Every ingredient is health-giving and fat-producing. Costs but a trifle to make. Formula mailed for \$1.00. Address—

For increasing the weight take 2 quarts of fresh milk, unskimmed and heat to a temperature of 100 degrees, not beyond, and add 4 table-spoonfuls of sugar and $\frac{2}{3}$ of a yeast cake. Pour into thoroughly clean bottles, which should be filled within two inches of the top. Cork tightly, tie in the corks, and let the bottles stand in a warm place for 12 hours. Then put them on ice or in a cold place. When cold it is ready for use. Drink a tumblerful after each meal and one before retiring at night. Eat plenty of fat meats, potatoes, bread and butter, and all kinds of pastries and sweet foods.

CHAPTER XXXI.

MONEY! MONEY! We can put you nevt to the best money-getter of them all. The one real chance of a lifetime; nothing to sell except the plan, which will be sent on receipt of \$1.00. Send today; you will never regret it. Address—

A sober appearance is often worth hundreds of dollars to a man who has been "making a night of it," and for that reason alone the manufacture and sale of an article that will do the work quickly and effectively is bound to have a large sale. We give you the formula for making such an article; it is prepared as follows: Mix together—Compound Aromatic Spirits of Ammonia, 12ozs.; Fluid Extract of Quassia, 4 ozs.; Aromatic Fluid Extract of Cichona, 2 ozs.; Water, 6ozs.

Directions.—Two teaspoonfuls to be taken for a dose, mixed in a wine glass full of water. A half-ounce bottle holds two doses, and retails for 25 cents.

This preparation can be put up under any appropriate name—such as "Sober-Up," "Soberine," "Anti-Jag," "Nox-A-Jag," etc., and sold to drug stores, saloons, through agents, and by mail. It is undoubtedly the greatest discovery of the age; no matter how much a man has drank, it will straighten him out in a very short time.

CHAPTER XXXII.

YOUNG MAN, are you desirous of making \$12 to \$15 a week without hard labor all the year round. You can do it. Send me 25c. and I will start you in a business that is a sure winner. Address—

The business consists of instructions for putting up what the advertiser calls a "Polishing Kit," consisting of an envelope containing two chemically prepared cloths, one for cleaning, the other for polishing.

The cloths used are extra heavy, double faced canton flannel, dark for the cleaning cloth, and white for the polishing cloth. They should be about 6 inches square.

A solution for saturating the cloths is made as follows: White soap, 5 ozs.; lactate of potash, 2 drachms; water, 2 pints. Dissolve the potash in the water, then add the soap in fine shavings and dissolve.

Soak both the dark and white cloths in hot water and wring out as dry as possible, then dip in the saturating solution and work with the hand until the cloth is thoroughly impregnated. The solution should be kept as hot as can be born by the hands; when thoroughly saturated, run through a wringer.

To Prepare the Cleaning Cloth.—Take the dark cloth after wringing out of the saturating solution and, while still warm, lay a smooth surface and sprinkle well with fine emory flour, and rub in well with the hands; turn the cloth and rub in the emory as before, then hang up to dry. When thoroughly dry take down carefully so as not to shake off the excess emory and, with a medium, soft brush, brush out the loose flour from both sides: then shake well and it is ready for use. The emory rubbed out of the cloth may be used for the next lot.

To Prepare the Polishing Cloth.—Take the white cloth, treat the same as the dark one, except tripoli is used in place of emory.

Directions for Use.—The dark cloth for cleaning is used first on brass, steel, and the coarser metals; then they are polished with the white cloth. For silver, gold, and other fine metals it is only necessary to use the white polishing cloth. It gives a fine polish without injuring the finest surface.

The two cloths in an envelope retail for 15 or 20 cents. Cost about 2 cents to make.

CHAPTER XXXIII.

FAT FOLKS. By my treatment your weight will be rapidly reduced without causing wrinkles or flabbiness of skin. No tight bandages; no nauseating drugs; no radical change in diet; harmless, inexpensive, and sure. Full instructions, \$1.00. Address——

A strong decoction of bark from sassafras root, drank frequently, will reduce flesh as rapidly as any remedy known. A strong infusion is made at the rate of 1 ounce of the bark to 1 quart of water. Boil it half an hour, very slowly, and let stand until cold. It may be heated again if desired. Keep it from the air.

CHAPTER XXXIV.

A WINNER. I will teach you a business that can be carried on at home during your spare time by which money can be made easily and rapidly. Suitable for either sex. Complete instructions, 25c. Address——

The business consists of manufacturing and selling, through agents, or otherwise, the much advertised "Sugarine," from the formula given below. It is said to be an excellent substitute for sugar at one-half the cost.

To 1 pound of saccharine add $\frac{1}{2}$ gallon distilled water, placing same in a 2 gallon retainer, then gradually add 13 ounces of bicarbonate of sodium (English). After the effervescence has stopped, heat the mixture to near boiling. After cooling add 4 pounds glycerine, then filter the whole through Swedish filtering paper (be sure to moisten the paper first), then pour the mixture, with enough distilled water, on the paper, gradually, until 1 gallon has run through. Bottle immediately and keep well corked when not in use.

Directions for Use.—One drop for a cup of coffee, or enough to suit the taste. Can also be used for cakes, puddings, or anything in which sugar is used, quantity to suit.

The above quantity is sufficient to fill 64 two-ounce bottles.

CHAPTER XXXV.

\$5 A DAY. Why work for a mere living when you can easily earn \$5 a day at light work in your own locality? Our plan and complete instructions by return mail for 25c. in silver. Address——

The instructions received consist of formulas, herewith given, for making flavoring powders. By selling same through agents and dealers it is possible to earn \$5 daily.

CHAPTER XXXVI.

A PRIVATE TIP. We will mail it sealed to any person of either sex who is married or expects to marry, and can keep a secret. Sure and harmless; try it. 25c. in silver brings it. Address——

The "private tip" proved to be a formula for making and using a "One Night Corn Cure," which is given below:

One Night Corn Cure Formula.—White Cosmoline, or Lard, 7 ozs.; White Wax, 3 ozs.; Galban Chloride, 1 oz.

Melt the wax and cosmoline by gentle heat, and when nearly cold stir in the galban by mixing thoroughly; if not perfectly smooth, rub up in a mortar or on a glass slab.

Directions for Use.—Apply at night by spreading thickly on the corn; bind on with a linen cloth. Next morning soak the foot in warm water and pick off the corn. If it is not easily removed repeat the operation.

This preparation is put on the market in small tin boxes and sold to the trade at 75 cts. per dozen, and retailed at 10 cents each. Costs less than 1 cent per box to manufacture.



Three appeals, beautiful flashy colors, delightful fragrant odors, sentiment of California. Women cannot resist them. Fastest selling article on the market. Here is something that is really new, something that will sell on sight. Catches the eye and holds attention.

We Allow You Very Large Profits

Room to hire subagents. Nothing else like these beads. No competition. Sell new goods and get the cream of high prices. 26 designs to choose from. A wonderful line. Get our catalog.

Send Today For Our Free Proposition

We will show you how our men are making big money. We need a few more good salesmen. Our selling plans get the money where others fail. Send at once. Your address on a postal will do. By return mail we will give you full details of the most wonderful proposition out. Send now. Tomorrow may be too late.

Send for Free Particulars.

Address Nearest Office

We supply imprint circulars. Write quick for our wonderful Mail Order Plan No. 10, free.

MISSION BEAD COMPANY

(Address Nearest Office)

Dept. 22—2421 Smith Ave., Detroit, Mich.
Dept. 22—2328 W. Pico St., Los Angeles, Cal.

Printing

Tell us what you need in the line of Printing, stating quantity desired, and we will quote you prices that will save you money. Prompt Service.

We are in the printing business for over thirty years and know how to do printing that brings the business. To insure first class service mention this book when writing.

ERNEST L. FANTUS CO.

Printers

525 S. Dearborn St.

Chicago, Ill.



A Preservative for the varnish, to keep that bright, beautiful lustre from becoming dull or flat.

No polish necessary with **Liquid Sunshine** applied—just wipe the dust and dirt off.

For Auto, Home and Office

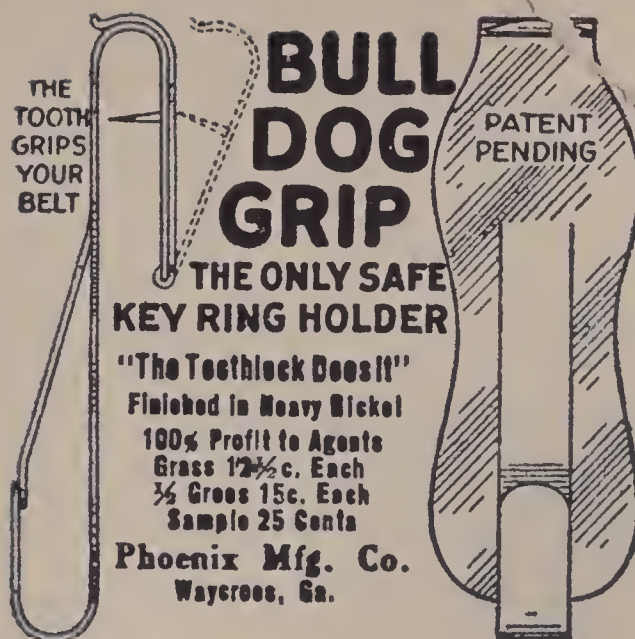
Live representatives wanted. Build up a good business for yourself. Exclusive territory. **Write Us At Once—Today.**

Retail Price \$2.00 per 4-oz. bottle.

Manufactured and sold only by

THE G. C. FULLER MFG. CO.

13 Green St., Cincinnati, O.



RINGS FURNISHED WITH EACH HOLDER

Get Your Sample and Make Big Money

This is the only safe and sensible key ring made. An ideal sideline for salesmen and agents. Just before the final handshake show them a key ring and get the quarter. It helps pay carfare.

Classified Opportunities for Our Readers

100 Letterheads and 100 6 $\frac{3}{4}$ envelopes, neatly printed on "Uncle Sam," a 50% Rag Bond for \$1.50; or 250 each for \$3.00, postpaid. **Quick Service Printery**, Dept. C. Jackson, Michigan.

Ladies: Good pay for light home work. Don't miss this great opportunity. Write for samples. **Wholesale Supply Co., Valdosta, Ga.**

Good Land! Cheap and easy terms. For "How to Make Big Money from Small Acreage" write to **D. E. Bryson, Traer, Iowa.**

Brilliant Business Ideas—A Monthly magazine that gives you the sources of supply of any article to sell by mail. Especially of benefit to the beginner. 50c per year, 5c per copy. **Idea Publishing Co., 926 H. Oak St., Taylor, Pa.**

500 Gummed Stickers, 25c. Printed with your name and address and 100 commission circulars. Cal System, Fairview Sta., Detroit, Mich.

THE ATLAS ADVERTISING SERVICE

51 East 42nd Street
New York City

are the largest mailers in the world. They are mailing thousands of pieces of mail every day. They are handling the mailing and advertising of some of the biggest publishers in New York

And Therefore

it will be to your interest to let them do your mailing, inasmuch as their prices are not any higher than those of irresponsible mailers.

They Buy Thousands of Names and Mailing Lists

every day from other advertisers and therefore they can supply you with fresh names of every description at lowest prices.

But the Most Striking Feature of Their Service Is that they place your advertising in Magazines and Newspapers at

Less Than Publishers' Prices

and save you the trouble of writing letters, etc.

**The Atlas Advertising Service Are Making Money
for Themselves**

and only ask for an opportunity to show YOU how to make money.

There Is Money to Be Had in This World
and you can get your share of it

If You Only Know How—and the Best Way to Learn How

is to give a small portion of your profits to some expert to show you how. All the rich men of today

Hire Brains

and you can, too. You don't know it all. Nobody does.

If That Literature of Yours Is Not Pulling

it may be that your copy or the media you use are wrong. May be a few suggestions will turn a failure into success.

Do You Realize That a Few Dollars

spent with an advertising expert may save you hundreds or thousands?

Read the Following Pages

We can give you any newspaper and magazine combination you want and save you money, besides separately.

saving you the trouble to write to all the papers

We Can Take Care of Your Printing, Engraving, etc.

We can prepare illustrations, cuts, plates, and in fact everything needed to advertise and sell your products.

MAILING

We mail every day to over 100 different classifications. There is one to suit your wants. State what class of people you want to reach.

CIRCULARS, BLOTTERS, CARDS, ETC. Not Less Than 500 Accepted

Up to 6x 9.....	30c per 100	\$2.00 per 1,000
Up to 9x12.....	40c per 100	3.00 per 1,000

Booklets, Catalogues, etc., prices on application. Special prices for quantities over 5,000.

No two circulars of conflicting nature sent to the same person. **WE GUARANTEE NO DUPLICATES WILL BE SENT TO THE SAME PERSON.**

RETURN CARDS IN TWO COLORS

Following prices include cards, printed in two colors. (Cuts to be furnished by advertiser.) No order for less than 5,000 accepted:

5,000	\$20.00
10,000	35.00
25,000	75.00
30,000	85.00
100,000	200.00

No two cards of conflicting nature sent to the same person in the same envelope. Every one of your cards will go to the class of people you want to reach. **NO DUPLICATES.** We use new names every day.



MAILING LISTS All 1921-1922

From original letter received by other advertisers from leading publications.

\$3.00 per thousand names; \$4.00 on gummed paper.

Agents, salesmen, medical, novelties, toilet articles, mail order buyers, farmers, auto owners, investors, oil stock investors, women, boys, girls, etc., etc. Write what kind of names you are interested in. Guaranteed 1921-1922 names up to a month ago.

ORIGINAL LETTERS RENTED 1921-1922

All above classifications and many others. State what class of people you want to reach. Price \$3.00 per thousand and up, according to age and class. This price is for 30-day rental.

ADDRESSING AND MAILING

Addressing, folding, mailing at very reasonable price. We can furnish imitation typewritten letters to match your copy at low prices.

NEWSPAPER AND MAGAZINE ADVERTISING
at less than publishers price. We can place display and

classified advertisements in any publication in U. S. and Canada at from 5 to 20 per cent. less than publishers' price. Try us! Lists on request.

OUR EXPERT WRITERS

will write your advertisements, booklets, folders, circulars, form letters, etc., at very low prices. Form letters written at \$3.00 each. Send complete description of your proposition and \$3.00 and we will do the rest. Analysis of advertising campaigns \$5.00 and up. Are you sure your advertising literature is right? If not, let us analyze it for you.

THE BIGGEST CLASSIFIED ADV. BUY IN THE WORLD—————

The 25 best classified advertising pullers in the world. All Sunday papers. This Metropolitan list at less than publisher's price. WE DIVIDE OUR COMMISSION WITH YOU.

Guaranteed Circulation of over 5,500,000 Copies

YOU CAN'T GO WRONG

With every order for 4 lines or more we will include the Montreal Daily Star with 600,000 circulation. Here is the list:

	Circulation
Boston Post	450,000
New York World	620,000
Philadelphia Inquirer	400,000
Baltimore Sun	153,000
Pittsburgh Press	173,000
Buffalo Courier	118,000
Cleveland Plain-Dealer	215,000
Cincinnati Enquirer	175,000
Detroit Free Press	168,000
Indianapolis Star	118,000
Chicago Tribune	800,000
Minneapolis Tribune	148,000
Des Moines Register	106,000
Omaha Herald	70,000
St. Louis Post-Dispatch	350,000
Kansas City Star	220,000
Denver Post	170,000
Atlanta American	110,000
New Orleans Times-Pic.....	100,000
Memphis Commercial Appeal	114,000
Birmingham News	54,000
Dallas News	100,000

San Francisco Examiner	300,000
Los Angeles Times	165,000
Seattle Post Intel.	70,000
Total	5,510,000

Only \$7.25 a line for the entire list of 25 Sunday papers. Count six words to a line minimum three lines or 18 words. Three lines for \$21.50, four lines or 24 words for \$28.00, five lines or 30 words \$32.50. A line is six words or less. Over 5 lines \$6.50 per line.

For this small sum your advertisement will appear in the 25 best pullers in U. S., having over 5,500,000 circulation with over twenty-five million readers. This is our biggest special and we are ready to stake our reputation on it. From 500 to 10,000 letters can be expected from one single insertion within the following week.

If you want us, we can re-write your advertisement, free of charge. A good deal depends on the way your ad is written; give us a good description of your proposition and we will do the rest.

ATLAS ADVERTISING SERVICE

51 East 42nd Street

New York City

TOY MAKING FOR THE WHOLE FAMILY

A Pleasant Spare Time Work

A Profitable Occupation

Most German families are using their spare time to make toys for their children or for the market, at home every night. Germany exports millions of dollars' worth of toys to this and other countries.

A Big Book with Over 200 Illustrations

Price \$1.00

SEX HYGIENE

Illustrated with 24 engravings—over 300 pages—bound in silk cloth. Price \$2.50.

THE HORRORS OF WHITE SLAVERY

Illustrated with 32 pages of striking pictures. Illustrated cover. Price \$1.00.

THE FAMILY LIBRARY

296 Broadway, New York City

THE AGENTS' AND SALESMEN'S GUIDE

Tells where to buy almost everything. The most wonderful list of business opportunities ever published, all up to date. Copy sent sealed by return mail for 25c. Address Edward W. Wilson Company, 1400 Broadway, New York.

TRIAL OFFER

Circular Mailing that will bring business; 1000 circulars printed and mailed to 1,000 different addresses for \$3.00 or 2,000 for \$5.00.

We will print your 200-word ad on 1,000 circulars, size 3 by 4, without any printing on the other side, and mail them out from

THE WILSON MAILING BUREAU

to 1,000 different people for \$3.00; 5,000 for \$12.00; 10,000 for \$20.00. Quick mailing to good prospects guaranteed. Send your order at once.

Samples of circulars will be mailed to you when ready. They are printed in sheets then cut up and mailed. 200 words may be used. No printing on back of your circulars. Printed and mailed by EDWARD W. WILSON, Publisher of the Wilson's Gazette. Twenty years a publisher and mailer, 1400 Broadway, New York City.

THE WAY TO TEST YOUR CIRCULARS

Just send in 200 with 50c for mailing. When you get the returns you can send us larger lots to mail. Others have done it. You can if you wish to. Send them at once. Address Edward W. Wilson, care Wilson's Mailing Bureau, 1400 Broadway, New York.

Circular Mailing

1,000 circulars mailed to 1,000 different addresses for \$2.00. May we add you to our list of clients?

Send your circulars with payment to

EDWARD W. WILSON

1400 Broadway, New York, N. Y.

FOUR GREAT BOOKS FOR THE FARM

Making Special Crops Pay
Making Farm Kitchen Pay
Making Corn Pay
Making The Dairy Pay

Price 50c each, or all four for \$1.50.

VEST POCKET DICTIONARY

With Rules for Spelling, Tables, Weights and Measures, Postal Information, etc. Price 50c prepaid.

THE NEW REVISED WEBSTER DICTIONARY

Eight full-page Color Illustrations and 16 full-page Duotone, 1,150 pages, printed on fine paper and bound in Flexible Black Seal, round corners, Grain Red Edges. With Thumb Index.

Thousands of new words never in any previous dictionary. Price \$3.00 prepaid.

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The true meaning of all your dreams. Price 50c.

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Hundreds of specimens. 150 pages. Price 50c prepaid.

MODERN BUSINESS LETTER WRITERS

Hundreds of specimens. 150 pages. Price 50c.

ASTROLOGY AND HOW TO READ YOUR OWN HOROSCOPE

Complete. Price 50c.

LATEST BOOK ON ETIQUETTE

Over a hundred pages. Price 50c.

THE FAMILY LIBRARY
296 Broadway, New York City

THE BOOK OF TRICKS AND MAGIC

A wonderful book for home workers and the stage. Price 50c.

PARLOR GAMES AND AMUSEMENTS

No home should be without it. Price 50c.

HOW TO WRITE PHOTOPLAYS

Twenty lessons. With information as to where to sell scenarios, etc. Price 50c.

THE BOOK OF BIRTHDAYS

Price 50c.

HYPNOTISM IN 25 LESSONS

How to become an expert operator. Price 50c.

HOW TO BECOME A FORTUNE TELLER

Price complete 50c.

HOW TO DANCE

All the latest steps. Price 50c.

HOW TO START A CANDY KITCHEN

The most profitable home work for men and women. A complete course for making candy either for home consumption or for the market.

By Antoine Laskas

The Famous French Candy Maker

Everything you want to know about candy making in easy masterful lessons with many receipes, formulas, etc. Price \$1.00.

THE CONSTITUTION OF THE UNITED STATES AND DECLARATION OF INDEPENDENCE

This Book is Printed on Good Paper. Large Type.

Price 25 Cents

THE FAMILY LIBRARY

296 Broadway, New York City

25c

20 Popular Songs, with words and music complete, including "My Old Kentucky Home," "Annie Laurie," "Rocked in the Cradle of the Deep," "Darling Nellie Gray" and others. The Magic Telescope, The Magic Rings, The Magic Knife, The Magic Mirror, The Pneumatic Dancer, The Mysterious Bottle and 57 other Tricks in Magic, Mind Reading Magic Pictures, The Magic family circle. It contains all the following: 20 Popular Songs, with words and music, Shrub, The Magic Whirlpool, Tree of Crystals, The Silver Tree, The Barometer Bottle, The Fiery Fountain and 49 other Amusing Experiments; The Japan Square Puzzle, The Double-Headed Puzzle, The Triangle Puzzle, The Cut Card Puzzle, The Counter Puzzle, The Star Puzzle, Love's Puzzle and 57 other Great Puzzles; 20 Amusing Illustrated Rebuses; 101 Funny Conundrums; Game of Fortune, Game of Forfeit, The Book of Love, Cupid's Box, Marguerite's Oracle, Game of Letters, and 56 other Splendid Games; Marvels of Second Sight, The Clairvoyant, Magic Writing; 344 Jolly Jokes for fun-lovers; How to make Sympathetic Inks for secret correspondence, Imitation Gold, Mustache Grower, Royal Washing Powder, Luminous Paint, Patent Starch, Polish, Grease Extractor, Furniture Polish, and 92 other valuable Money-Making Secrets; 100 Practical Cooking Recipes; Secrets of the Toilet—How to Become Beautiful; 255 Selections for Autograph Albums; 10 Model Love Letters; How to Tell Fortunes by the lines of the hand, the grounds in a tea or coffee cup, or the white of an egg; The Dictionary of Dreams; Guide to Flirtation; How to Cure Bashfulness; Psychometric Charming, or How to Fascinate; Charm for Healing Diseases, The Acorn Charm, The Card Charm; The Language of Gems, The Language of Flowers; Magic Age Table, Magic Square; The Lovers' Telegraph, 15 Versions of Love, Some of Nature's Wonders, etc., etc.

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The Man and the Woman

The greatest book on Sex Hygiene ever written. Recommended by New York American, Rochester Herald, Cincinnati Times-Star, Denver Times, Baptist Teacher and many other newspapers and magazines. Price \$2.00 postpaid.

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Preparing for Womanhood

Everything a girl should know in order to become a happy, healthy woman. Price \$2.00.

Four Wonderful Books

Confidences—Talks with a girl. **Truths**—Talks with a boy. **False Modesty**—Some very plain talk. **Sex Knowledge**—Purity thru knowledge.

Price \$1.00, or all four for \$3.00 postpaid.

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Containing 344 pages. 15 Mo. Over 300 illustrations. An excellent dictionary for school or office use. The most universally used, popular-priced dictionary on the market. Bound in cloth and title stamped on the front in ink from ornamented dies.

Price \$1.00

HOW TO BECOME AN AMERICAN CITIZEN— — —

CONTENTS OF THIS BOOK

Questions that are usually asked by the Judge of the person applying for Citizenship and how to answer them; also the Constitution of the United States; Declaration of Independence; Articles of Confederation and all new amendments.

Price 50 Cents

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Over 200 Pages

Bound in Attractive Paper Cover

The latest and most complete Up-To-Date Hand Book of Hoyle's Games of Cards now on the market. Containing clear and comprehensive rules for Bridge Whist, Five Hundred, Checkers and Chess, and all the standard and popular games played everywhere. 12 mo. size.

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This book embodies all the latest ideas in needlework, crochet, knitting and embroidery. It contains designs and directions for making nearly fifty different patterns of knitted laces, many charming crochet patterns, also instructions for making many useful articles of wearing apparel and numerous articles for home decoration, among which are tidies, chair-scarfs, doylies, purses, table mats, shopping bags, lamp shades, shawls, Afghans, toilet sets, counterpanes, sofa cushions, chair-covers, pin-cushions, dressing slippers, babies' socks, etc., etc. Full and complete instructions accompany each design, together with an explanation of the terms used in knitting and crocheting, etc. It also contains full and complete instructions in the art of embroidery, with numerous beautiful designs. The whole is illustrated by 95 handsome engravings, and the whole subject of ladies' fancy work is made so clear in this book that with it as a guide one may become an adept in art. It is a book of 64 large double-column pages neatly bound in attractive paper covers, and will be sent by mail post-paid upon receipt of only

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**156 POPULAR SONGS—|—————
WITH WORDS AND MUSIC COMPLETE**

The songs contained in this book comprise the most popular sentimental, comic, operatic and Ethiopian selections. It is a grand aggregation of musical gems, old and new, which every lover of music should possess, with words and music. The following is a partial list of the contents of the book: Comrades, Little Fisher Maiden, Little Annie Rooney, I Whistle and Wait for Katie, Stop dat Knocking, Over the Garden Wall, Twickenham Ferry, Won't You Tell Me Why, Robin, Nancy Lee, The Man in the Moon is Looking, Barney, Leave the Girls Alone, 'Tis Better So. Work Niggers, Work, Baby Mine, We'd Better Bide a Wee, Killarney, Let Me Dream Again, Widow in a Cottage by the Sea. Maggie's Secret, and 137 others making a veritable treasury of the world's popular songs; bound in attractive paper covers in a neat and handy book, which will be sent by mail post-paid upon receipt of only

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